No. 227 Dec. '81

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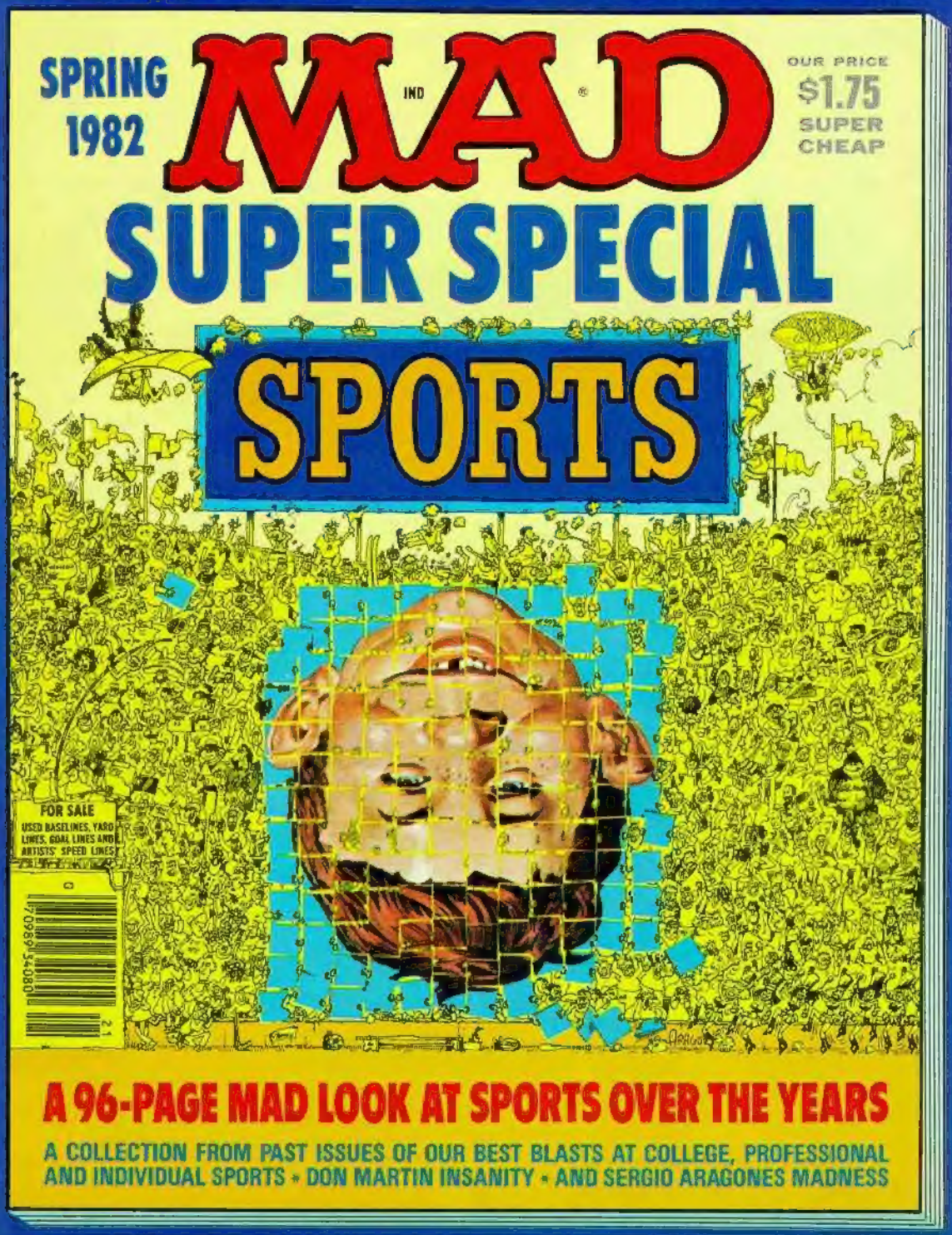
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NUMBER 227 DECEMBER 1981

MAD

"Silence isn't always golden! Sometimes it's just plain yellow!"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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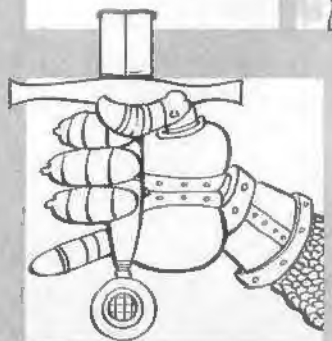

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GIANT GIVEAWAY!!

Yep, we will give away to any Giant that shows up at our offices, a full-color portrait of Alfred E. Neuman, MAD's "What—Me Worry? kid, which is suitable for framing, or wrapping fish! Unfortunately, you normal-size clods will have to pay for 'em! Mail: 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81 to MAD, 485 MADison Avenue, N.Y., N.Y. 10022 (Note: A Giant is at least 50' tall!)

LETTERS DEPT.

FLIPPING OUT OVER MAD

When I saw your covers on #225 I doubled over with laughter!

Peter Vradenburg
Ontario, Canada

That upside down trick was really right-side up!

Tom Brown
Houston, TX

I was so confused with which half of MAD #225 to read first I decided to save myself the trouble and throw away the whole mess!

Craig Bailey
Barre, VT

I hope you guys never try anything like issue #225 of MAD again. I had to stand on my head to read the second half of it!

Mike McGrattan
Glendora, CA

"ASSAULTED STATE"

I almost went ape reading your satire of "Altered States"!

Roseanna Galindo
Fair Oaks, CA

I laughed so hard my parents wanted to put *me* in an isolation tank!

David PierPont
Boulder, CO

I wonder if they'll ever make a Canadian version of "Altered States" and call it "Altered Provinces"?!?

Christopher Cummings
Toronto, Canada

MAD'S "BOOK OF LISTS"

"MAD's Really Relevant Book Of Lists" was great, but you forgot one—The 5 Worst Ripoffs To The Public:

1) MAD Magazine
2) The Baseball Strike
3) The NBC Television Network
4) AM Radio
5) American-made Cars

Mike Mercandetti
Jackson, NJ

I have one question about MAD's Book of Lists: Why wasn't Howard Cosell in "8 Memorable Modern Disasters"?

Tony Bigelow
Flemingsburg, KY

DIAPER WRATH

In "A MAD Look At Some Celebrities' Diapers" you omitted the biggest baby of them all—Super Brat John McEnroe. After this year's Wimbledon, he proved once and for all that he should still be in diapers!

J.B. Fisher
Johnson City, TN

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

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★ ★ ★ ★ ★ ★

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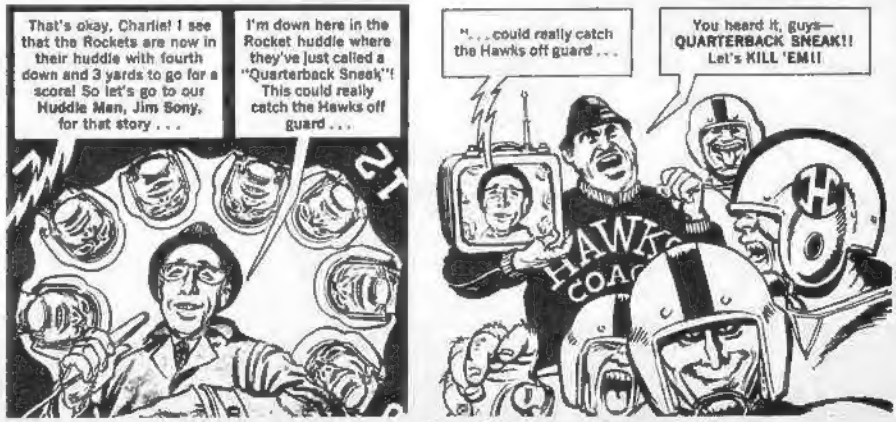
☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

MORE MAD E.S.P.???

Another case of MAD E.S.P.! This time reported in the March 14, 1981 issue of TV Guide. When Boston Celtics coach Bill Fitch was ejected from a basketball game against the Philadelphia 76ers, he proceeded to go to the locker room and watch CBS's coverage of the game on TV. As the camera and microphones closed in on 76er coach Billy Cunningham planning offensive strategy, Fitch watched his opponent and then relayed defensive strategy to his bench. The Celtics won the game 114–107. We all know, of course, that Fitch got the idea to let TV spy for him by reading "Football In Depth" in MAD #99. Will MAD E.S.P. never cease!?!

No Name
Somewhere, USA


That's okay, Charlie! I see that the Rockets are now in their huddle with fourth down and 3 yards to go for a score! So let's go to our Huddle Man, Jim Sony, for that story . . .
I'm down here in the Rocket huddle where they've just called a "Quarterback Sneak"! This could really catch the Hawks off guard . . .
". . . could really catch the Hawks off guard . . .
You heard it, guys— QUARTERBACK SNEAK!! Let's KILL 'EM!!

TV Spying In Sports: Another MAD Idea Comes To Life

IF THEY CAN PUT A MAN ON THE MOON, THEN WHY CAN'T THEY...?

...take the publishers, writers and artists of MAD with them and leave them there?!?
Kevin Case
Elmira, NY

...make a false front tooth for Alfred E. Neuman?!?
Doug Katz
New York, NY

...put more funny articles in MAD Magazine and less garbage?!?
Steve Krebs
Dallas, TX

ALSO: Greg Horn, Lauderhill FL; Mike Chmiel, Niagara Falls NY; Jeffery Becker, Edison NJ; Marlon Plageman, Whittier CA; Damon Brown, Euless TX; Jay Hiscox, Quebec Canada; Vijay Kotha, Ogdensburg NY; Kit Lively, Lewisville TX.

"FLOPEYE"

Personally, I thought your satire, "Flopeye" was a real flop. But, then again, so was the movie!
Darren Weirnick
Edison, NJ

Youze voision of Popeye wuz gweat!
Vinny Ruggiero
Farmingville, NY

THE REAL ALFRED???

I think you'll be amazed when you see this photograph of Alfred E. Neuman's look-a-like, Pacelli Pujals of Thibodaux, Louisiana. As you can see, the resemblance is uncanny! Now the MAD world can be assured (or alarmed) that there is a real Alfred E. Neuman.
Angie Arnold
Baton Rouge, LA

Is This The Real Alfred?

MAD'S ROYAL COUPLE

Now that you've shown us their "wedding" picture, please be sure to show us the "divorce" picture of Cathy Gaines and Steve Mifsud in an upcoming issue.
Chris Brandon
Fresno, CA

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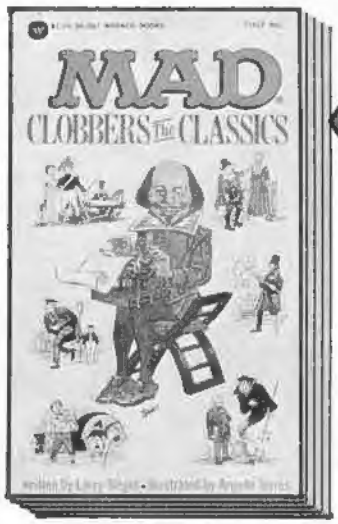

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YECCHPLOITATION MOVIES DEPT.

ARBO

As you've probably noticed, there are a lot of horror movies around these days. The reason for this is: horror movies make big money! Modern horror films differ from the old Frankenstein-Dracula-type flicks because of changes in taste. Today's movie-goers are weaned on TV violence: Saturday Morning Cartoons, Monday Night Football and the Seven O'clock News. They demand plenty of blood, graphic mutilations and all the other yecchy stuff found in films like . . .

Hi, there, horror buffs! I'm **Gore Gruesome,** film maker! Before we screen my **latest epic,** I'd like to set the record straight! Contrary to popular belief, horror movies are **not** cheap to make! Hey, have you checked out the price of **Ketchup** lately? Man, it would be cheaper to use **real blood!** Many Psychologists claim that horror movies are **harmful . . .** and it's **true!** They **ARE** if they **bomb** at the **box office!** Then, they're not only **harmful**—they're **fatal!** Especially if you're the **Producer!** But now it's showtime! Sit back, relax, and enjoy this preview of my latest release, **"Arbor Day"** . . .

Okay, so **"Arbor Day" doesn't** exactly give you **goosebumps!** But all the **real scary titles** like **"Friday The 13th," "Prom Night," "Easter Sunday," "New Year's Eve," "Halloween"** and **"Mother's Day"** have been **used!**

Now, when you make a horror movie **today,** the idea is to **gross out the audience** right at the **start!** Kids judge horror movies by their **"barf power"** so you gotta get 'em to lose their popcorn **early!** A nice, gory **chain saw slaughter** always works!

R DAY

ARTIST: JACK DAVIS
WRITER: LOU SILVERSTONE

Yep, a **chain saw** becomes an **instrument of terror** when you turn up the **sound** to a **deafening pitch** and show it slowly approaching a **terrified girl!** Then, you spatter the screen with **blood** and **severed limbs,** and the movie theater is **filled** with **hysterical shrieks . . .**

. . . usually from the **angry USHERS . . .** who are screaming because some **idiot** just **barfed** all over the **floor . . .** and **they're** gonna have to **clean it up!!**

After the **gory opening scene,** we get to the **alleged plot!** A group of **nubile coeds** have to find some **stupid reason** to visit a **frightening place** where they can be **terrorized** and **slaughtered!** Having this scene played in the **semi-nude** doesn't add anything to the **plot,** but it'll get us an **"R" rating,** and we'll **need** that if we want the **kids** to come and see the movie!

Hey, gang!! It's ARBOR DAY! Let's all go into Demon Forest and plant some trees!
Forget it! If we go into those woods, WE might be what gets planted!
Ahh, you're being silly! Just because 13 girls disappeared LAST Arbor Day is no reason to act like scared children!
Oh, yeah!! Well, I'm STILL scared!!
WAZZER TECH

In almost every horror film, one girl is always a wimp! And she's the one you know is going to survive! That's in case any parents see the picture! They'll think it's some sort of profound message!

Next, we introduce the local Lawman! He can't be too bright, or he'd figure out the whole thing in a second, and where would that leave us? It's hard enough stretching a no-plot script into two hours!

Don't worry, Wimp! We'll invite our boyfriends! We'll be too busy making out to be frightened!

Great idea! Right on!

Okay . . . but since I don't HAVE a boyfriend, I'll just bring my books along and study for my finals!

Sheriff, a perpetrator broke into the hardware store and removed from the premises one dozen large plastic bags . . . fifty feet of rope . . . and one chain saw!!

Shoot . . . ! Sounds like some kids pullin' a Halloween trick!

But . . . Halloween was SIX MONTHS AGO!!

Is that right?! Heck, kids pay no attention t' calendars an' dumb stuff like that anyway!

Another familiar character in horror movies is the Psychiatrist! He provides us with psychological insights and motivations! He also provides us with another inept authority figure the kids can laugh at!

The Psychiatrist is usually played by some overage has-been actor I can get cheap! I mean, how much work is there for an old-timer these days—outside of an occasional TV laxative commercial?

Sheriff, my name is Dr. Sigmund Shnorrer! I'm in charge of the Cuckoo Nest Mental Hospital! One of my patients, a schizo by the name of Druid Acorn, has escaped! He breaks out every Arbor Day and cuts off some limbs with an ax!

Okay, so he runs away and prunes a few trees! What's the big deal?!?

He doesn't prune a few TREES! He prunes a few PEOPLE! Those limbs I'm talking about are ARMS and LEGS!

Well . . . no problem!! Someone broke into the hardware store, but he didn't steal an ax . . . so it's not your nut!!

What DID he steal?

A chain saw!

Good Lord!! He's gone automated!! We've got to find him . . . before it's too late!

SHERRIF'S OFFICE

You'll notice that there's never much dialogue in horror movies, for which the audience can be grateful! I mean . . . why hire a writer to type up a bunch of dumb lines when I can do the same thing myself?!
Another reason to keep the dialogue to a minimum is we use young actors who can't act! It really doesn't matter as long as the girls are pretty and sexy, the boys are handsome . . . and mainly they can all scream!
I wonder where the boys are! It's not like them to be late for a makeout date with us!
Gee! Maybe they got tied up!
I'll bet that they're playing a trick on us! You know what cutups they are!
Can you girls keep it down? It's hard enough reading the plays of Aristophanes without all that silly chatter!
HALLP YAAAA!
I really don't like to complain, but producing a horror film is a real challenge! You give the audience dismemberment and mutilations . . . and still they aren't satisfied! They want more . . . more . . .
So I give 'em more . . . more . . . ! The latest successful horror movie gimmick is "cannibalism," and this little offering of mine has a healthy portion of it! Hmm! I hate to think what they'll come up with next!
Oh, Sonny! You're back from the horsepistol and you brung your Ma some nice fresh meat!
Well, f'r bein' such a good boy, I'm gonna make you a nice Kidney Pie!!
This roadside restaurant is run by Druid's mother! I'm hoping she's seen him . . . !
I'm starving . . . ! How's the food??
It's like nothing you ever tasted!
MOM'S PIZZAS
OPEN
HOME MADE KIDNEY PIES!

With so many motion picture houses being converted into multiplex theaters these days, it's very important for business to get the audience to really scream!
That way, the people in the other theaters will think that the audience seeing the horror movie is having a ball, and they'll want to see the movie too! Actually, the horror movie audience will be screaming in disgust . . . at yecchy stuff like this . . .
Mrs. Acorn! Your son Druid has escaped!
Of course! It's Arbor Day! When Druid was a little boy, we used to celebrate Arbor Day by decorating oak trees and exchanging gifts! The oak trees were kinda special to us Acorns! Until the developers started cutting them down!
You might say . . . "Great nuts from little Acorns grow!"
Red eye GRAVY
MENU
MENU
KETCH
These pizzas are really delicious! Wait! There's something IN mine . . . !!
It's a PRIZE! Like in a box of Crasker jacks!!
Well, I'll be darned!! It's a ring! It—it looks like a High School ring!
You got all the luck! Shoot, I ain't never even found a pearl in an oyster in this place!!
HOME MADE CHITLINS
After grossness, my favorite gimmick in horror flicks is dumbness! Whenever idiots in horror films are confronted with danger, they must NEVER do the LOGICAL thing, like hopping in a car and getting out of there!
Now comes the inevitable chase scene! Notice how the picture seems to be lurching, as though we're seeing the scene through the killer's eyes! Well, that's not artsy-craftsy cinematography at work! That's booze at work! The cameraman isn't lurching! He's staggering because he's bombed as usual!
Someone's watching us from those bushes! Let's get out of here!
Where can we go . . . ?
There's a cabin deeper in the woods! If we beat him there, we might be safe!!

Another sacred rule governing all horror films is: the victims must always get themselves into some place from which escape is absolutely impossible!
Whoever it is has followed us here! Where can we hide?
There aren't any CLOSETS! Let's hide in the cellar!
Good idea! There's probably no other way out of there!!
This gives the audience a chance, while viewing the movie, to participate in it by shouting encouraging remarks like "Don't go down there, you dumb schmucks!"
Look!! He's trying to get in!!
Maybe he's just some kid working his way through college . . . selling magazine subscriptions . . . !!
We'll take "Time" and "TV Guide"! Just slip the applications under the door!!
Meat!! Fresh meat . . . for Granny!
BIZARRO
Slaughter scenes in horror movies have to be very graphic because kids today are watching TV instead of reading, and they aren't developing their imaginations! They gotta see it . . . or there's no kicks!
Having the electricity turned on in a deserted cabin doesn't make much sense . . . but who said horror films had to make sense?! Besides, it's always nice to see the killer get a murderous dose of his own medicine!
YAGAH
OH NO!
HELP!
He's slipped and fallen across the work bench with that radial saw!!
Now, if I can only reach that power switch and . . .
CLICK!
YIIIH!
ZANNNNG

So now the maniac is dead, the wimp is alive, and everybody breathes a sigh of relief because it's all over! Hah! Not by a long shot! Now we hit 'em with the shocking, cheap-shot surprise follow-up!
Now comes the *piece de resistance*... the final shock effect... a spectacular touch that ties up with the Arbor Day theme! As the old lady chases our heroine into the storm, she gets crushed by a falling tree!
YOU KILLED MY BABY!! YOU KILLED MY BABY!! LOOK WHAT YOU DID TO HIM!!
JUST BECAUSE HE HAD A SPLIT PERSONALITY... YOU DIDN'T HAVE TO GO AND PROVE IT!!
ZAP
AAAAGHH
Are you all right, Miss Wimp?
I'm okay, but the others are all dead! Chopped meat! It seems that Druid Acorn was supplying his Mom with meat to keep her restaurant in business so she wouldn't have to sell out to those developers!
You mean th-those pizzas we ate had... GAACCK!
No need to worry—gasp—Sheriff! At least there weren't any chemicals or preservatives in 'em—gasp! Just fresh meat—gasp! Happy Arbor Day!
And that's it! I'd like to stay and rap, but I've got to start work on my latest horror flick! It's called "Ground Hog Day"... and it's about a group of coeds who go into the woods to see if the ground hog comes up and sees his shadow, and there's this crazed naturalist with a machete but why spoil it for you!? You can all see it in your local theaters in about three weeks! In the meantime... Ciao!

THE CAST IS DIED DEPT.

Why do TV shows die? We know. How? We've managed to lay our grimy little hands on a secret report published by the man who's in charge of examining all the bodies of dead TV shows. What's the name of this secret report? You guessed it:

THE MAD TV CORONER'S REPORT

THE WHITE SHADOW

CAUSE OF DEATH **Uncertain**

It is very difficult to determine cause of subject's demise. Careful examination points to possibility of a very rare disease on TV– Intelligensis Programmus. However, this is only a theory since the aforementioned disease is almost impossible to identify, having been seen so infrequently.

SYMPTOMS

Subject seemed to be self destructive when it failed to concern itself with vapid and artificial teenage situations and concerned itself instead with real-life problems of today's young people. It never had a chance.

THE TIM CONWAY SHOW

CAUSE OF DEATH **Schtickus Unfunnycus**

Ossification of old comedy routines was main cause of subject's death. A contributing factor was Secundus Bananas Syndrome or, in laymens terms, what happens when a supporting performer tries to be a star. There seems to be no known cure for the latter disease, which attacks actor's egos with unabated virulence.

SYMPTOMS

Subject started very, very slowly and immediately began tapering off. Unfortunately, he could not overcome the comparatively exciting competition offered by turning off the TV set and watching fresh paint dry.

WRITER: STAN HART

ENOS

CAUSE OF DEATH **Sitcomis Moronicus**

Subject tried and failed to defy science by attempting to live without a brain. It seems that there is just so much fun to be had with cars and trucks and "The Dukes of Hazard" seems to have it all.

SYMPTOMS
Starting life as a feeble infant with questionable vital signs, subject was doomed when "The Greatest American Hero", with just the merest hint of originality, showed up against it. Note: There were no mourners at funeral services for subject.

SOAP

CAUSE OF DEATH **Audiencis Idiotis**

Subject succumbed due to fact it was much smarter than the idiot TV audience it played to. Traces of wit and sophistication were discovered in corpse, elements that have always proven fatal in the past.

SYMPTOMS
Subject was in trouble when it made fun of things we once thought could be laughed at, like Marriage, Puritan Morality, Sexual Preferences. But, then again, we once thought we could laugh at Right Wing nuts and Ronald Reagan.

THOSE AMAZING ANIMALS

CAUSE OF DEATH **Adorabilis Vomitus**

Subject withered away after proving to be just too cute to exist. While it was alive, it created nausea among those who felt that animals should be respected and presented as animals, not as imperfect humans to be laughed at.

SYMPTOMS
Subject began terminal decline when placed against "60 Minutes." Unfortunately, subject never caught anything from its proximity to "60 Minutes" nor, thank God, did "60 Minutes" contract anything from the deceased.

THE WALTONS

CAUSE OF DEATH **Favoritis Disappearis**

Gradual abandonment by those who nourished the subject for ten years led to its untimely demise. After departure of such life-giving elements as Richard Thomas, Ralph Waite, Eileen Corby and Michael Learned, subject seemed a listless shell of its former robust self.

SYMPTOMS
Difficulty became acute last season when viewers looked at show, with everyone gone, and thought they were watching a spinoff.

FLO

CAUSE OF DEATH **Spinoffus Non Goodus**

Subject began with life supports from healthy sister, "Alice", and then went its own way to oblivion.

SYMPTOMS

Since subject and "Alice" both featured very similar drab luncheonettes and silly, unfunny situations, it was like seeing the same show twice in one week. As is sometimes the case with separating Siamese Twins, the weaker may perish so the stronger may survive.

ALOHA PARADISE

CAUSE OF DEATH **Imitatus Ineptus**

Examination of the corpse indicates that death was due to hardening of the arteries that lead to the funnybone. This resulted in desperate fits of over-cuteness and spasms of over-acting by the star. We are investigating the possibility that some network executive performed a mercy killing, but chance of finding an ABC exec with mercy appears slight at present time.

SYMPTOMS

Patient began to fail when it became apparent that there was no reason for a bad clone of "Fantasy Island" to exist.

LOBO

CAUSE OF DEATH **Crapus Hickus**

Subject succumbed to a massive dose of 1960's type rural humor. Transplanting him from a small town to the big city caused extreme trauma, which he could not survive.

SYMPTOMS

There is evidence that terminal condition was indicated last year when subject died the first time. Prognosis is not good. NBC, being as desperate as it is for programs, might try to bring deceased back to life for a third time in 1982, perhaps in an outer space locale.

HERO WULF

CAUSE OF DEATH **Blimpus Returnus**

Subject expired due to nourishment imbalance – the star was overnourished and the plots were undernourished.

SYMPTOMS

When an old star comes back in a new series, the subject rarely survives the operation. The body of TV viewers rejects the transplant. In this case it appears that an old rusty Cannon failed to ignite

STRESS

You got me at a very bad time! The prices of raw materials are going sky-high, the Board of Directors is breathing down my neck and my workers are threatening to strike!
Wow! With all those problems, you look great! How in heck do you do it?
By avoiding stress!
But what you just told me IS stress!
Nahhh! That's fun and games!
Then how do you avoid stress on the job . . . ?
By not taking any phone calls from my family!!

BERG's-EYE VIEW DEPT.

THE LIGHTE

GRANDPARENTS

Once upon a time, there was a Good Grandma, a Bad Grandma, and a Nice Little Boy!
One day, the Nice Little Boy went to the Bad Grandma and said, "Can I have a cookie?" And the Bad Grandma shook her head and said, "No, it will spoil your supper!" And the Nice Little Boy cried!
Then he went to the Good Grandma and said, "Can I have a cookie?" and then Good Grandma said, "Yes, dear, you can have all you want!" And everybody lived happily ever after . . .
. . . until the "Bad" Grandma OVERHEARD what the "Good" Grandma was TELLING the Nice Little Boy!!

SIBLING RIVALRY

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SUPERMARKETS

Herman, can you think of anything else I need . . ?
Herman! I'm TALKING to you!! Can you think of anything ELSE I need?!
Huh? Oh, YOU? Er . . . yes!
DIET COLA . . .

DOMESTIC CHORES

Anybody got any laundry that needs doing . . . ?
I've got some!
Let's have it!
What's this?! Miss "Never-Do-Anything-Around-The-House" is suddenly doing everybody's WASH?! What got into you?
I can't talk now, Mom! I gotta get down to the Laundromat!
What's the matter with our WASHING MACHINE?! Does the Laundromat do a better job??
It sure does . . . if you're looking for SINGLE MEN!

PETS

That's a very cute dog you've got there! Is he well-trained?
I'm afraid it's the other way around! He's got ME trained!!
All he has to do is roll over, sit up, and beg . . . and I run like an idiot to get him a "treat"!!

SHOPPING

No . . . that won't do!
Lady, I've shown you every pair of shoes we have in stock! Perhaps it would help if you told me exactly what style you're looking for . . . ?

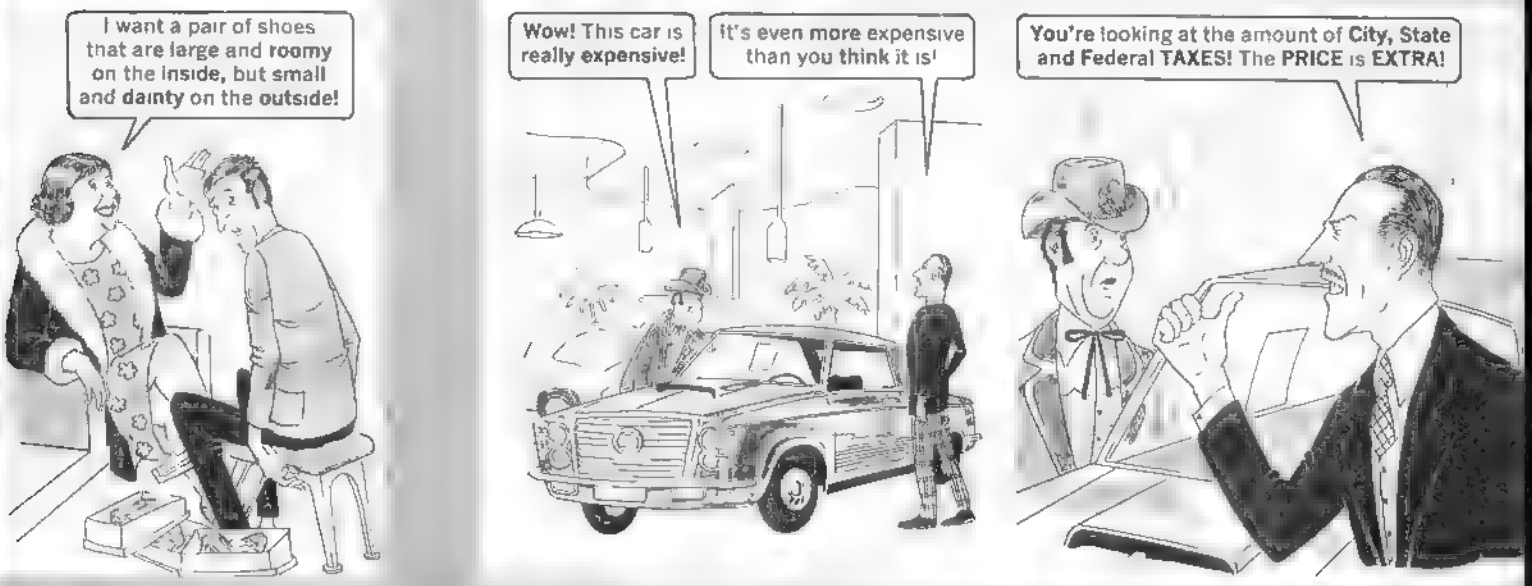
MATCH-MAKING

That girl Sally, whose number I gave you . . . ? How do you like her??
I think I'm in love!
Isn't she beautiful?!
I don't know!! I never met her!!
I called the number several times, but she wasn't home!
So what are you in love with . . . ?
Her answering machine message!

SCHOOL

I got an A+ on my Term Paper!
You?! I don't believe it!!
Oh, yeah? See for yourself!
I'll be darned! How did a goof-off like you manage that?!?
Research! Careful, thorough RESEARCH!! I investigated every possible source! I left no stone unturned . . .
. . . until I found the best Term-Paper-Writer money could buy!!

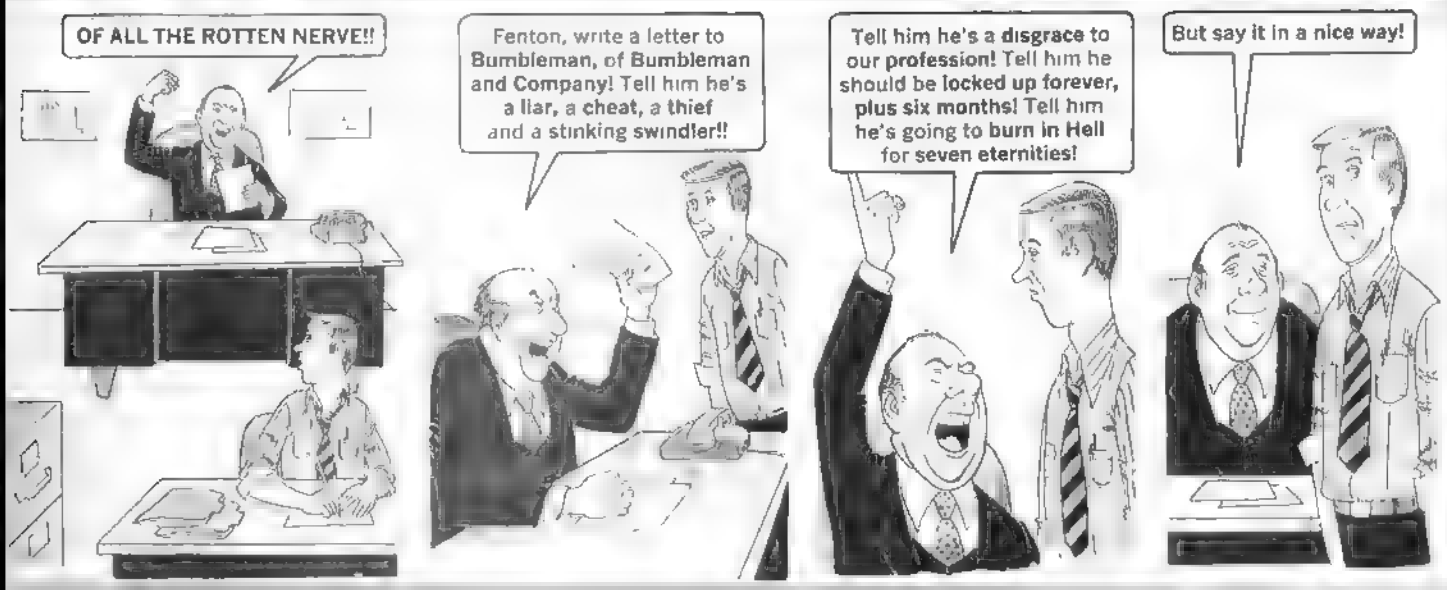
INFLATION


I want a pair of shoes that are large and roomy on the inside, but small and dainty on the outside!
Wow! This car is really expensive!
It's even more expensive than you think it is!
You're looking at the amount of City, State and Federal TAXES! The PRICE is EXTRA!

INVITATIONS

Edna Gluck is on the phone! She wants to know if we'll come for dinner tomorrow night at seven o'clock . . .
YECCH! I can't STAND her . . . and that boob husband of hers!
The LESS I see of them, the BETTER!!
Edna . . . could you make that EIGHT o'clock??

BUSINESS


OF ALL THE ROTTEN NERVE!!
Fenton, write a letter to Bumbleman, of Bumbleman and Company! Tell him he's a liar, a cheat, a thief and a stinking swindler!!
Tell him he's a disgrace to our profession! Tell him he should be locked up forever, plus six months! Tell him he's going to burn in Hell for seven eternities!
But say it in a nice way!

PLANTS

That plant of yours that was so droopy and withering . . . ? How's it doing these days??
It's amazing . . . !!
First, I got a stick and I stuck it into the flower pot! Then I tied the sick plant to the stick! Then I added some fertilizer, and I watered it every day! See for yourself!
What are you TALKING about! This plant is DEAD!!
I know!! But the STICK is SPROUTING LEAVES!!

WEDDINGS

What an exasperating day THIS was! I am BUSHED!!
It was tough enough being stuffed into this tux all day! Then there was that long ceremony . . . and that long reception line . . . and kissing all those relatives!
And then there was that big dinner . . . and all that dancing! Boy . . . I tell you THIS . . . !!
NEVER AGAIN!!
JUST MARRIED
David Berg

ZODIACS MURDER DEPT.

YOUR MAD HOROSCOPE

TODAY'S BIRTHDAY: There is a party planned for you tonight. Act surprised!

ARIES
March 21—April 19

Stars from a far-off galaxy are sending you urgent messages today. Unfortunately, they're sending them via the US Post Office, and there's no way the messages are going to arrive in time to do you any good. Meanwhile, recognize that you can't do everything yourself, then do nothing and blame others for foul-ups.

TAURUS
April 20—May 20

Problems at work. The President of your company wants very much to have you fired. Your immediate supervisor, however, strongly disagrees. He wants to have you killed! Door-to-door work is your best bet, but beware! As your efforts meet with big frustration, your wife meets with a bigger man! Lift from the knees.

GEMINI
May 21—June 21

A full moon will enter your life soon. Normally, this is a good sign. However, in your case, the full moon will be hanging out of the back of a car window. What exactly this all means is still unclear but, if you stay kind and unassuming, chances are excellent' others will seek to take advantage of your naive nature.

MOON CHILDREN
June 22—July 22

Forego immediate satisfactions for a far-off goal, and just hope you don't die in the meantime. A few hassles await you in the upcoming weeks. While they will be minor, they will be enough to make you snap. Critical information may be incorrect, so you might want to disregard anything read in this horoscope column.

LEO
July 23—August 22

Trouble brought on by a falling star may make you wish that you were someone else. This is foolish on your part. Everyone knows that when you wish upon a star, makes no difference who you are. Combine work and love as much as possible, but be careful not to show up at the office in a Frederick's of Hollywood close-out.

VIRGO
August 23—September 22

Your moon is now in the House of Cards and it is difficult to tell what this means. Poke around, but don't bet on it being a good deal. A close pair of friends who may appear straight are really practical jokers attempting to ace you out. Tell them to "Go fish!" Stand pat, call their bluff and let the chips fall in the soup.

LIBRA
September 23—October 23

Terrific news makes you look and feel wonderful. Unfortunately, no terrific news is headed your way for a long, long time. Instead, you enter a period of severe turmoil, followed by partial clearing and seasonal temperatures. Love with Virgos and Libras is exciting — especially if at the same time and on a big waterbed.

SCORPIO
October 24—November 21

Family vacations are well worth the money. However, that shirt you recently bought looks like it fell off the $2.00 clearance rack. Opposites attract, so don't be so damn witty and clever or you could wind up married to a real moron. Nothing goes as planned today, unless you planned on a day of nausea and scratching.

SAGITTARIUS
November 22-December 21

Your displaying of your writing, painting or musical talent will bring you instant recognition—everyone will immediately recognize that you have none! Newly enacted state statutes may force you to reconsider a current stable love. You are at the right place at the right time, but no one else is. Forget it. Go home.

CAPRICORN
December 22—January 19

Your request to be transferred to another department could have startling results — especially if you are currently out of work! Instead of worrying about things you can do nothing about, worry about the fact that you can do nothing about your worrying. Be sure to have lots of patients today, even if you're not a doctor.

AQUARIUS
January 20—February 18

Distant stars are signaling you that now is a very good time for some big career, financial and lovelife moves. However, these are the same stars that told you to buy Chrysler stock and to bet on Jimmy Carter in the last election. It is now clear that these stars are real schmucks, and you would be wise just to ignore them.

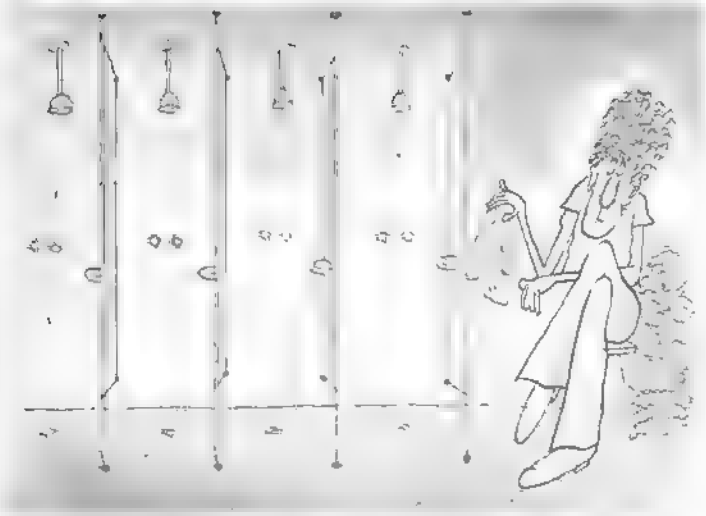
PISCES
February 19—March 20

Feeling self-indulgent? Go ahead, pamper yourself, but be prepared for some flack from those who do not understand the tremendous desire and need to occasionally wet one's pants. Look for a letter in the AM to bring you bad news, and look for those misplaced coldcuts underneath your living room sofa.

WRITER: JOHN FICARRA

NO SWEAT DEPT.

MAD CAREERS FOR T



BATH ATTENDANT FOR A HELL'S ANGELS CLUB

LUTE PLAYER IN A PUNK ROCK BAND

GROUP LEADER FOR SLEEP THERAPY SESSIONS

MT. ST. HELEN REAL ESTATE DEALER

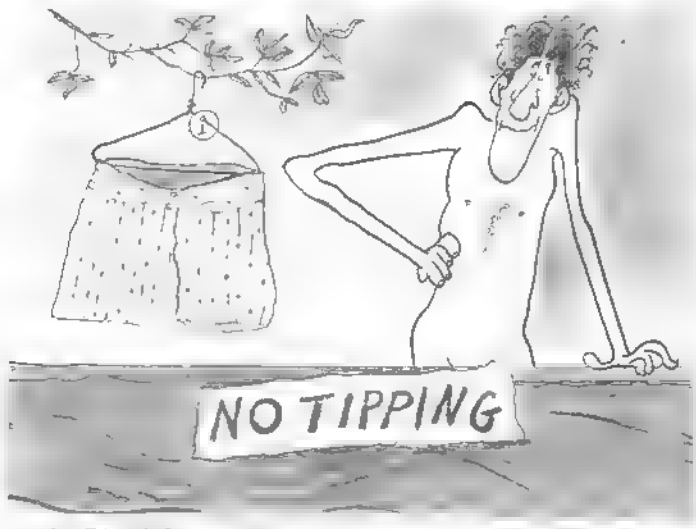
CLAM OBEDIENCE TRAINER

CHOREOGRAPHER FOR ZEN MEDITATION SESSIONS

HE SLOW AND LAZY

ARTIST & WRITER: PAUL PETER PORGES

POM-POM GIRL FOR CHESS TOURNAMENTS



CHECK ROOM ATTENDANT AT A NUDIST CAMP

CADDY ON A MINIATURE GOLF COURSE

SEATTLE MARINERS WORLD SERIES TICKET SCALPER

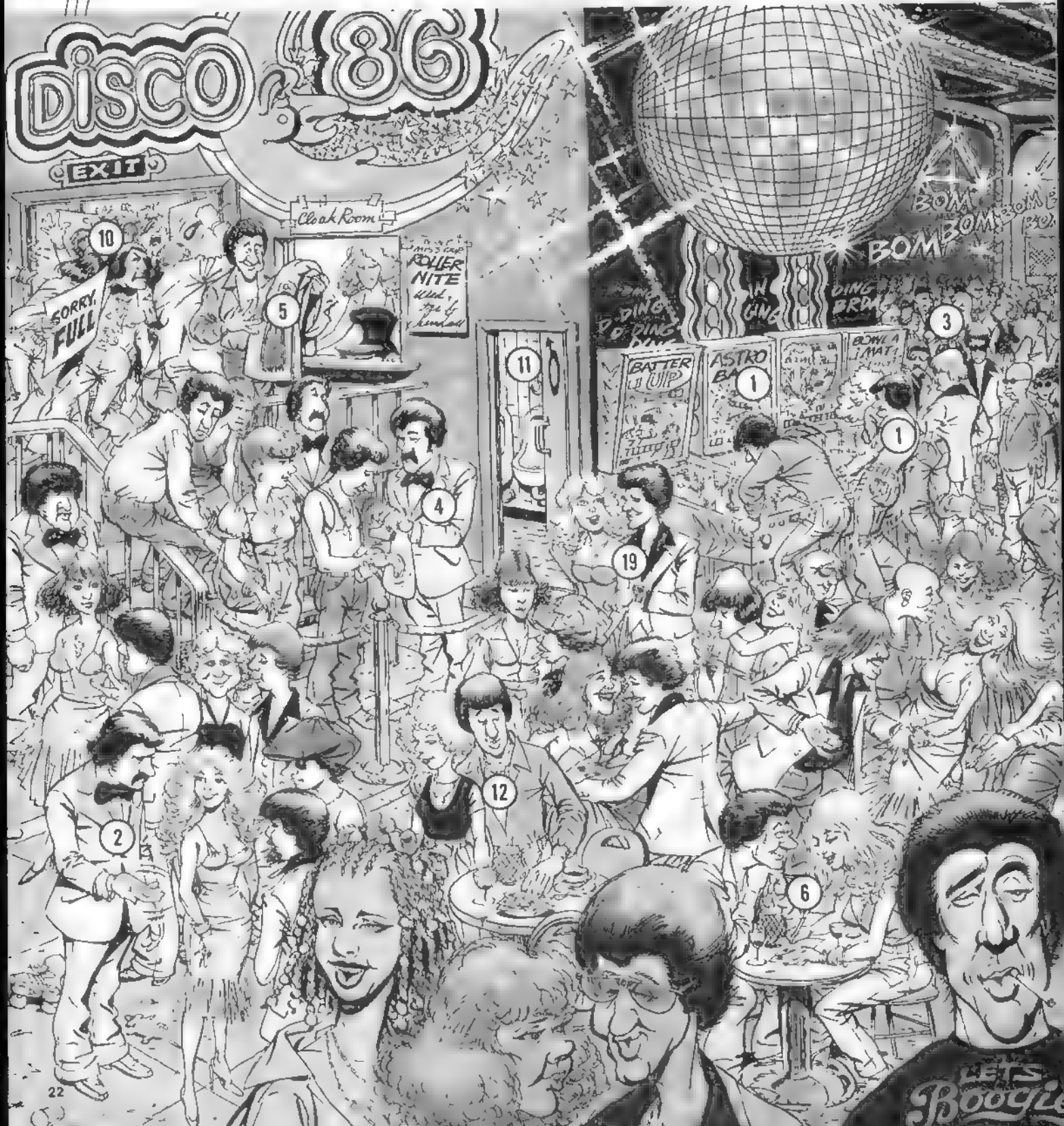
U.F.O. CUSTOMS INSPECTOR

SNACK VENDOR AT WEIGHT WATCHERS MEETINGS

ERR APPARENT DEPT.

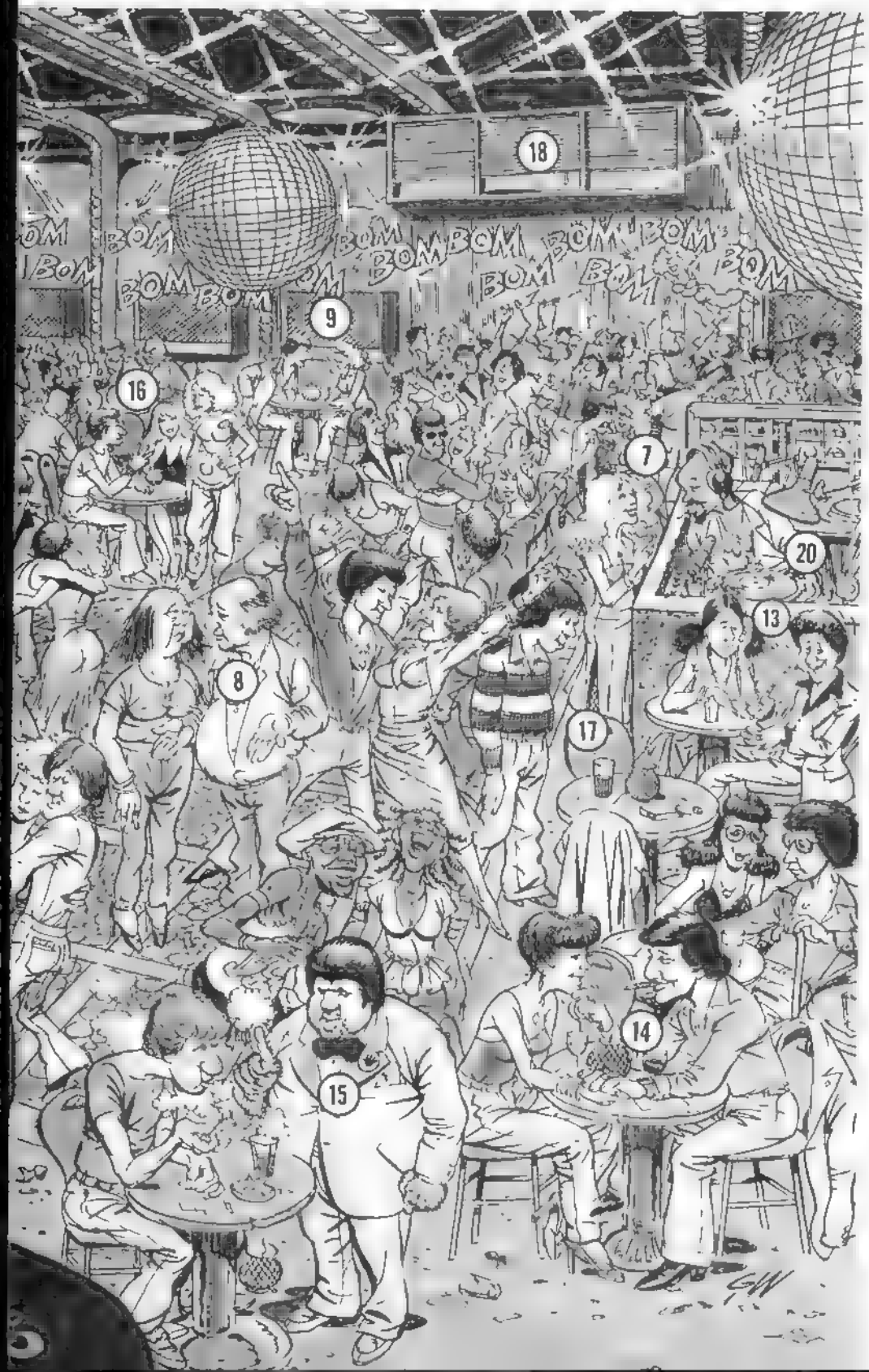
Recently, we asked one of our idiot artists to do a drawing of a Disco Club. Unfortunately, he didn't do a very good job.

HOW MANY MISTAKES CAN



In fact, he made a lot of mistakes . . . 20 of them in all! And now, it's up to you to find them. Which is why we're asking:

YOU FIND IN THIS PICTURE?



ARTIST GEORGE WOODBRIDGE
WRITER: CHRIS HART

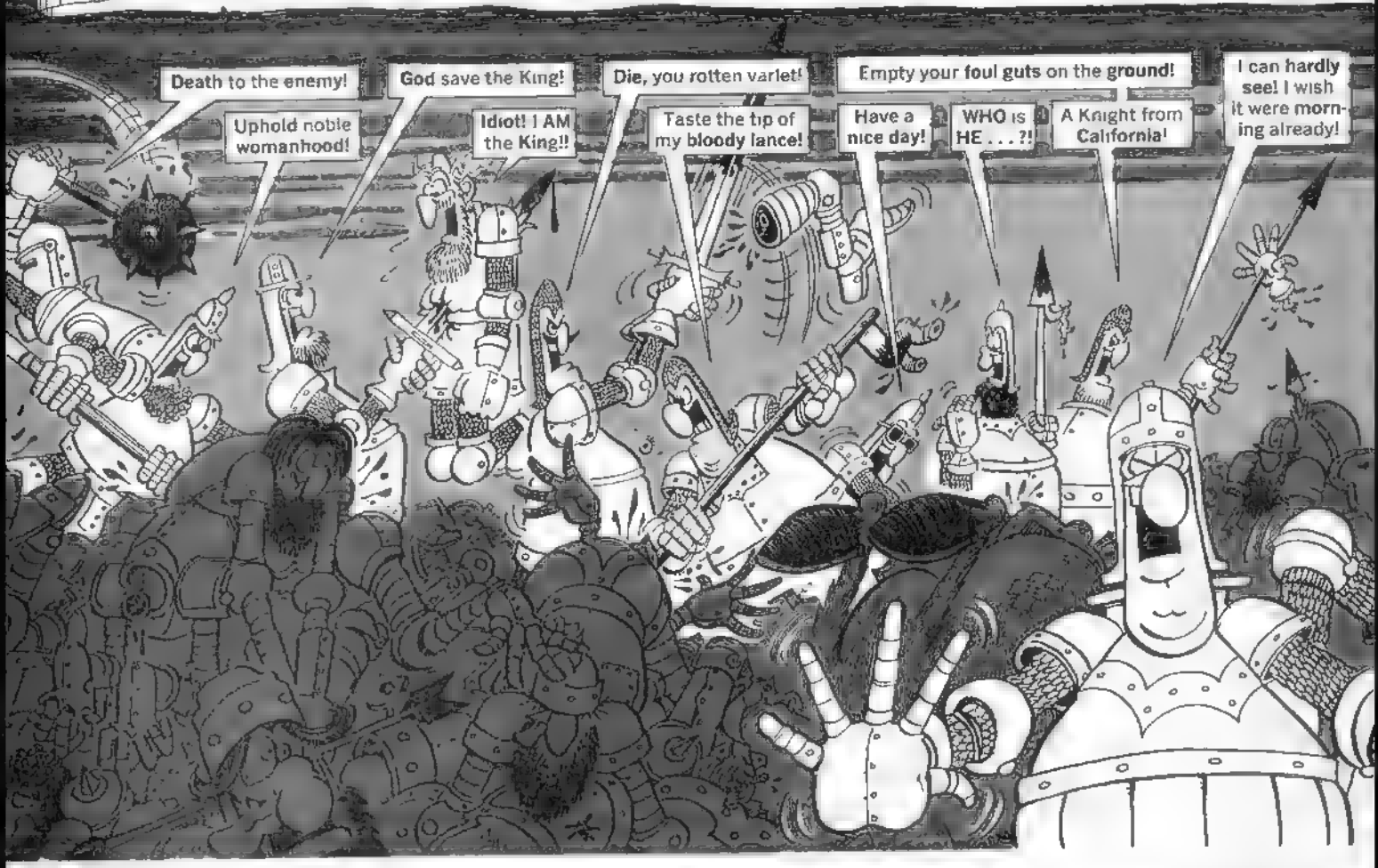
ANSWERS

1. The people by the pinball machines are actually playing them, not dealing in drugs
2. The Bouncer is asking for proof of age from a gorgeous girl.
3. The persons wearing sunglasses indoors are actually blind.
4. The Management is stamping hands with ink that will wash off
5. The scarf that the man had stuffed in his sleeve is still in his sleeve.
6. The girl is giving the guy her actual phone number.
7. The Disc Jockey is taking a request.
8. The middle-aged couple realize how dumb they look trying to act eighteen
9. The people can hear what each other are saying without yelling
10. The Management is not allowing anyone else inside to prevent overcrowding
11. There are no phone numbers on the Men's Room wall to "call for a good time."
12. The teenagers are leaving a tip with the amount for their check.
13. Somebody has become intoxicated from the alcoholic content in his drink.
14. The man promising to make the girl a star really is a Film Producer.
15. The Management is asking the patron to refrain from smoking marijuana.
16. The waitress is going to remember the order without writing it down.
17. The man returning to his table finds his unfinished drink unfinished.
18. The air-conditioning-ventilation system is keeping the dance floor nice and cool.
19. The guy is taking the girl home early so her parents won't worry.
20. The single being played is not a cut from "Saturday Night Fever."

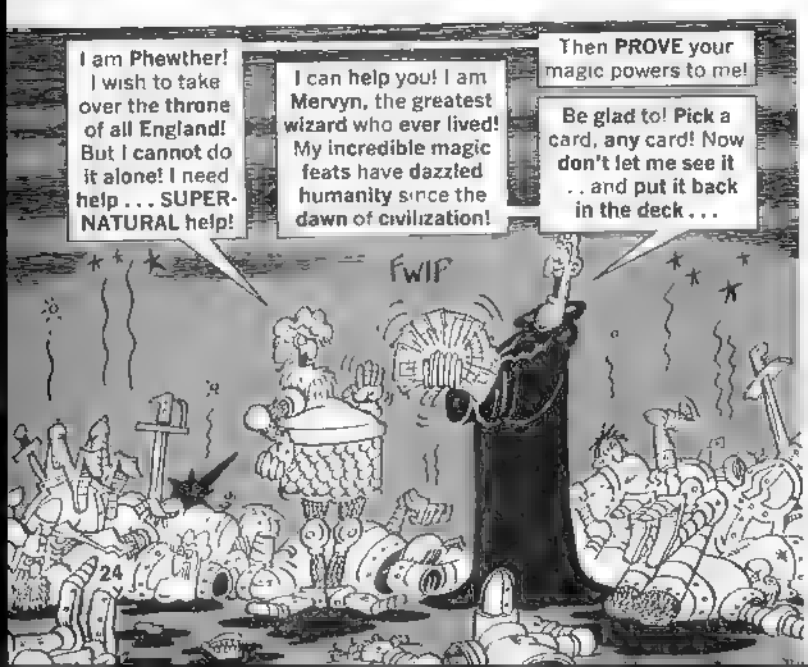
A SWORDED TALE DEPT.

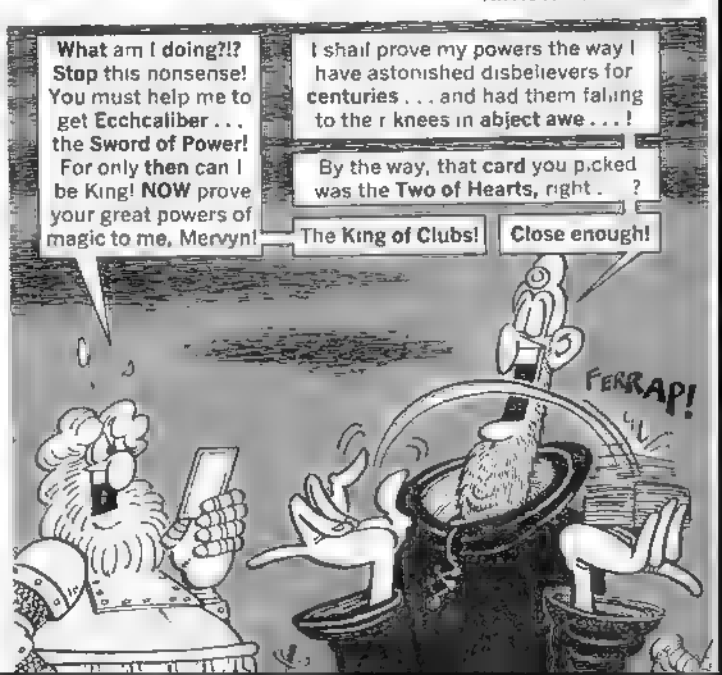
One of the best known of the famous legends is the story of King Arthur and the Knights Of The Round Table. Someday, someone is going to make a comprehendible, exciting movie based on this theme. Until that happens, we will just have to be satisfied with—

DON MARTIN'S VERSION OF A MOVIE OF

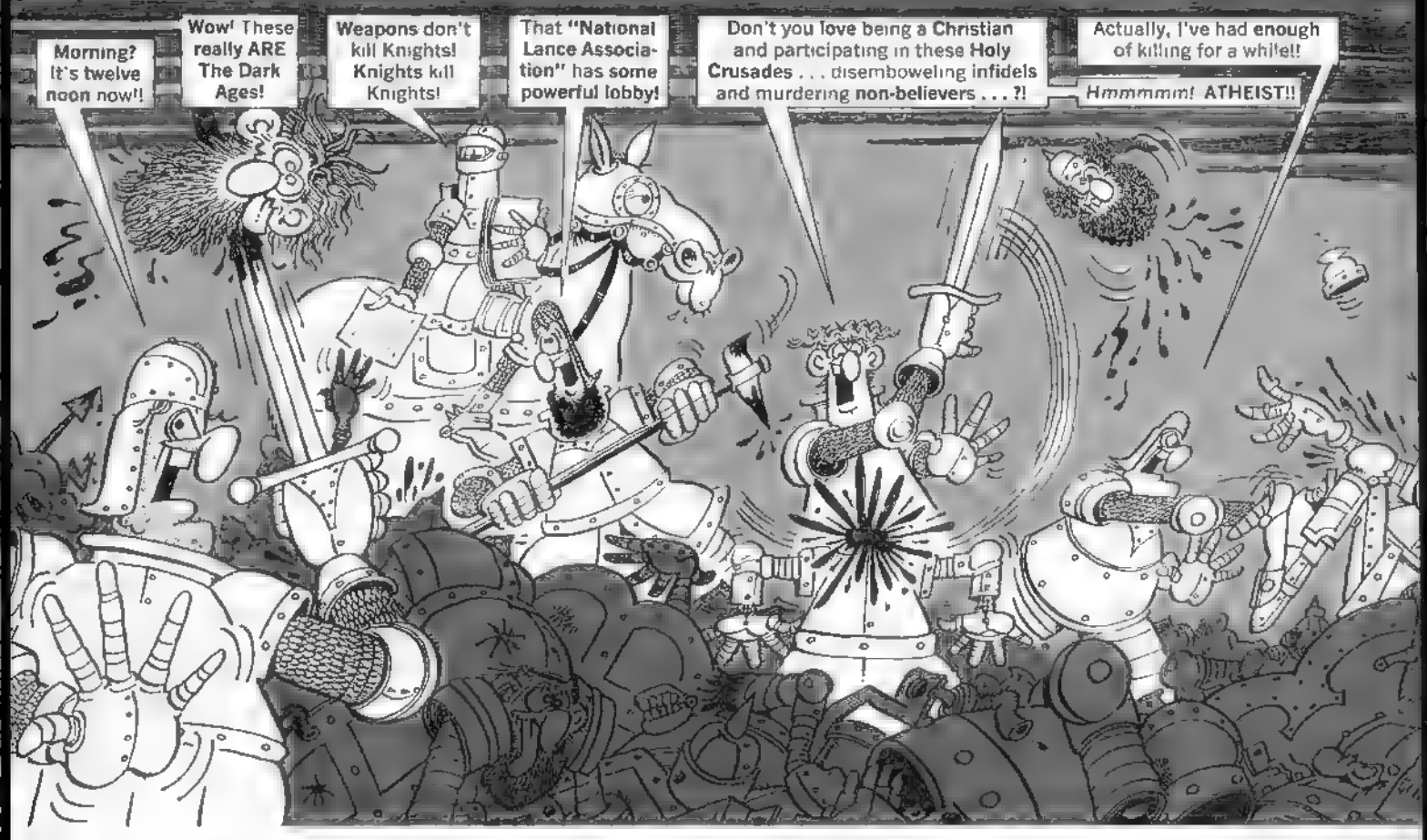

Death to the enemy!
Uphold noble womanhood!
God save the King!
Idiot! I AM the King!!
Die, you rotten varlet!
Taste the tip of my bloody lance!
Empty your foul guts on the ground!
Have a nice day!
WHO is HE . . . ?!
A Knight from California!
I can hardly see! I wish it were morning already!

ARTIST: DON MARTIN

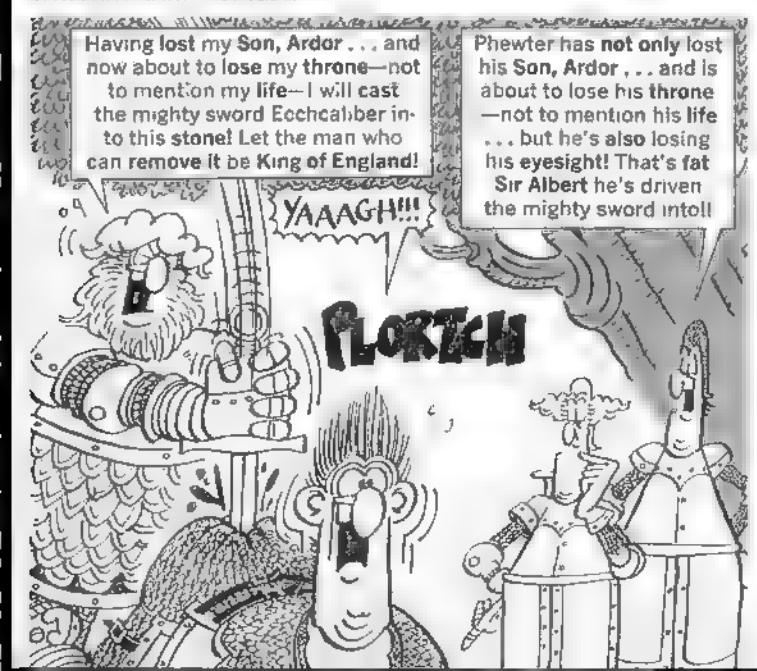

I am Phewther! I wish to take over the throne of all England! But I cannot do it alone! I need help . . . SUPERNATURAL help!
I can help you! I am Mervyn, the greatest wizard who ever lived! My incredible magic feats have dazzled humanity since the dawn of civilization!
Then PROVE your magic powers to me!
Be glad to! Pick a card, any card! Now don't let me see it . . and put it back in the deck . . .
FWIP


What am I doing?!? Stop this nonsense! You must help me to get Ecchcaliber . . . the Sword of Power! For only then can I be King! NOW prove your great powers of magic to me, Mervyn!
I shall prove my powers the way I have astonished disbelievers for centuries . . . and had them falling to the r knees in abject awe . . . !
By the way, that card you picked was the Two of Hearts, right . . ?
The King of Clubs!
Close enough!
FERRAP!

CONCALIBER


Morning? It's twelve noon now!!
Wow! These really ARE The Dark Ages!
Weapons don't kill Knights! Knights kill Knights!
That "National Lance Association" has some powerful lobby!
Don't you love being a Christian and participating in these Holy Crusades . . . disemboweling infidels and murdering non-believers . . . ?!
Actually, I've had enough of killing for a while!!
Hmmmmm! ATHEIST!!

WRITER: LARRY SIEGEL

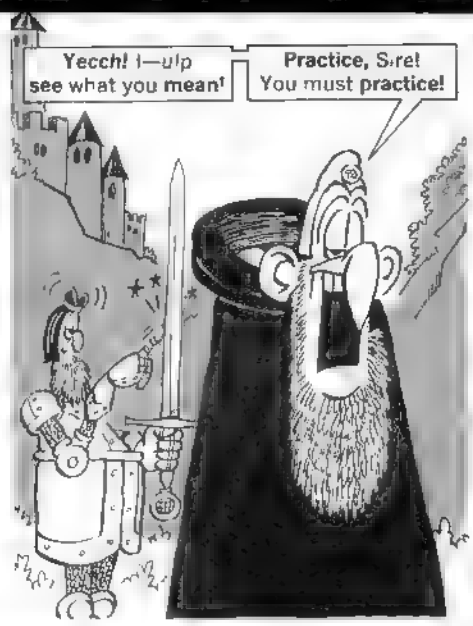

Having lost my Son, Ardor . . . and now about to lose my throne—not to mention my life—I will cast the mighty sword Ecchcaliber into this stone! Let the man who can remove it be King of England!
YAAAGH!!!
FLORTCH
Phewter has not only lost his Son, Ardor . . . and is about to lose his throne —not to mention his life . . . but he's also losing his eyesight! That's fat Sir Albert he's driven the mighty sword into!!

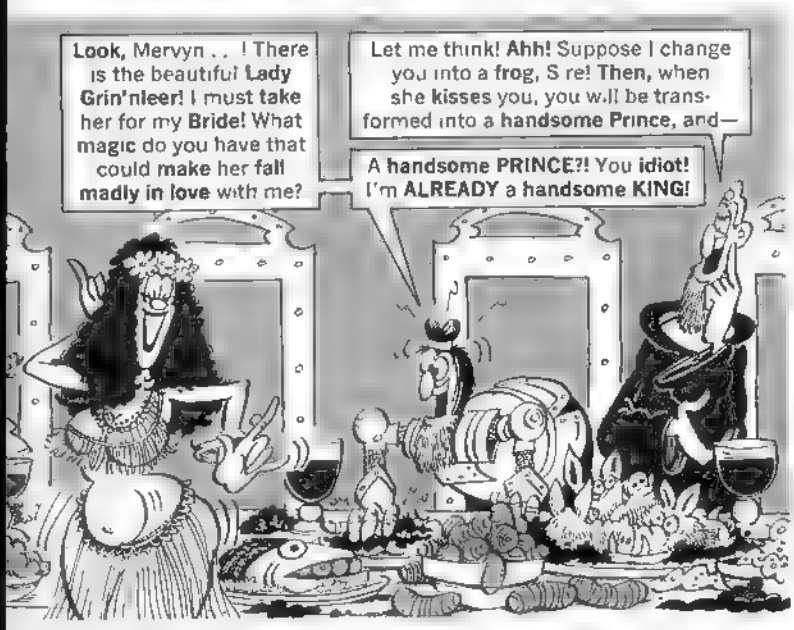
Go ahead and try, kid! I've been here twenty years and no one's been able to pull this darn sword from my butt! You can imagine what it's done to my social life —being stuck here!!

By God, he's done it! The mighty sword Ecchcaliber has been freed! All hail the rise of KING ARDOR!!
And all hail the fall of Sir Albert! He just BLED to death!!
THOIP

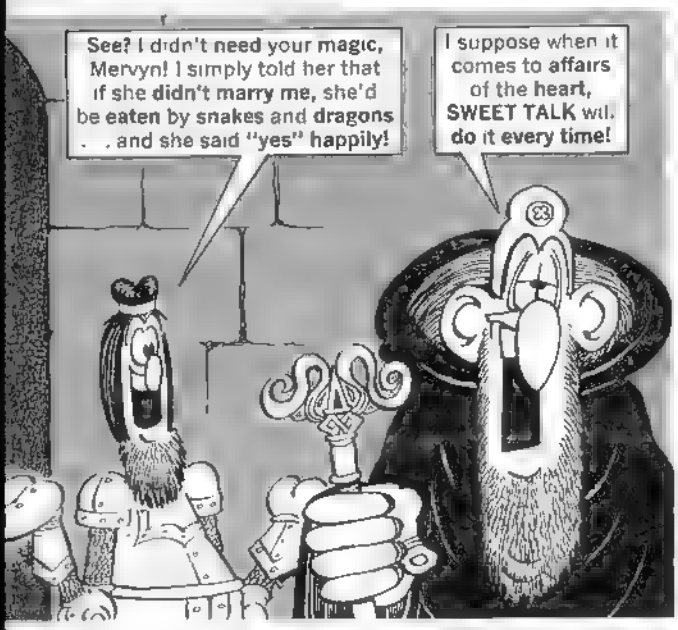
Ardor . . your first duty as King will be to Knight this man for bravery in battle!
Can't they get someone else? I can't seem to get the hang of this "King" business!
You must try, Sire!
Oh, very well! Here goes . . .

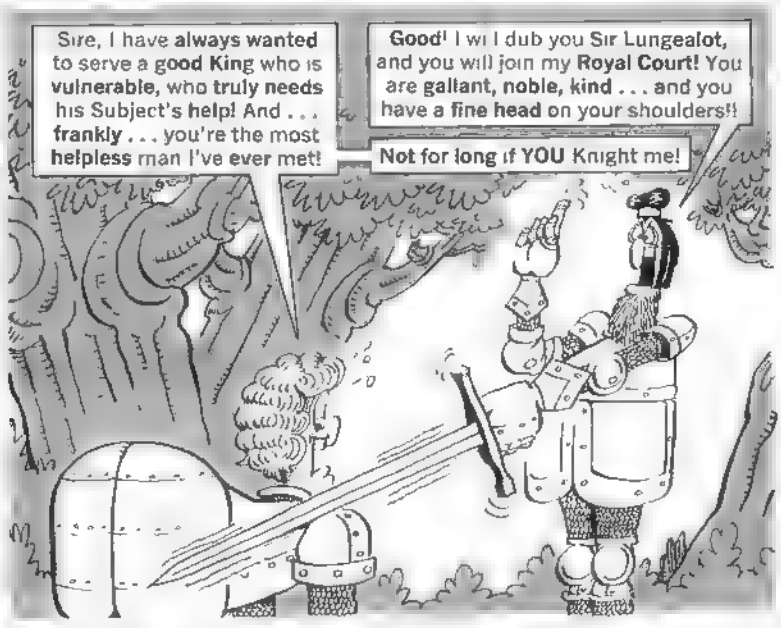
I dub thee . . Sir—
OOOOPS!
Sir OOOPS?!? I—I think you have that wrong! His name is Sir Fingbum—
SKLITCH


Yecch! I—ulp see what you mean!
Practice, Sire! You must practice!

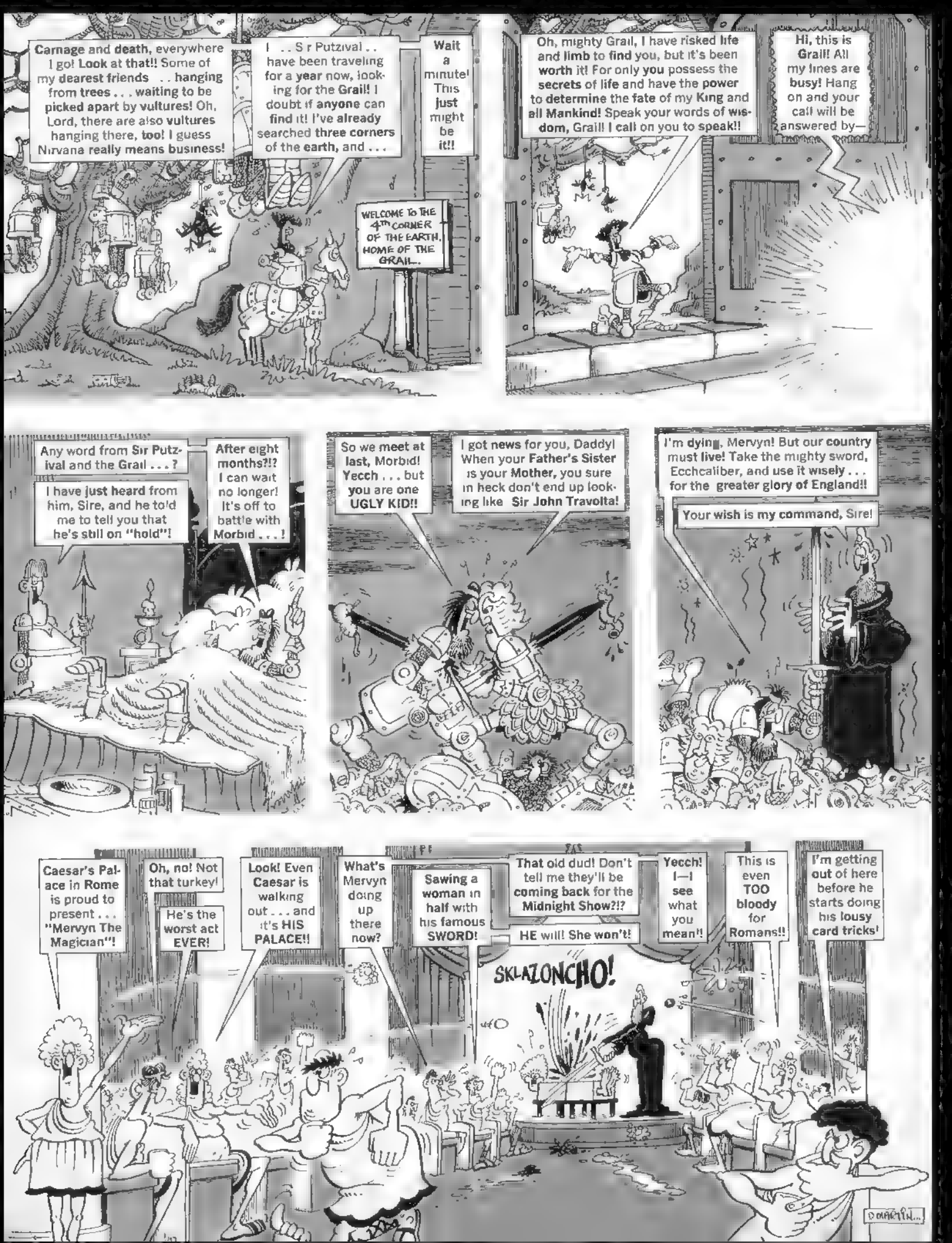

Look, Mervyn . . ! There is the beautiful Lady Grin'nleer! I must take her for my Bride! What magic do you have that could make her fall madly in love with me?
Let me think! Ahh! Suppose I change you into a frog, Sire! Then, when she kisses you, you will be transformed into a handsome Prince, and—
A handsome PRINCE?! You idiot! I'm ALREADY a handsome KING!

Lady Grin'nleer . . I have loved you since I first saw you, and I want you to marry me! Before you give me your answer, remember this! The new Constitution of Medieval England decrees that anyone who disobeys the King shall be tossed into a fiery abyss where he—or she—shall be devoured by snakes and dragons . . . and what remains of her entrails thrown to wild dogs!
Can I think about it?
Why not? It's a free country!


See? I didn't need your magic, Mervyn! I simply told her that if she didn't marry me, she'd be eaten by snakes and dragons . . and she said "yes" happily!
I suppose when it comes to affairs of the heart, SWEET TALK will do it every time!


Sire, I have always wanted to serve a good King who is vulnerable, who truly needs his Subject's help! And . . . frankly . . . you're the most helpless man I've ever met!
Good! I will dub you Sir Lungealot, and you will join my Royal Court! You are gallant, noble, kind . . . and you have a fine head on your shoulders!!
Not for long if YOU Knight me!

Knights of the Round table, I'd like you to meet Sir Lungealot!
Hello, Cutie! Er—you busy on Saturday night?
Sort of! I'm marrying the King!
Oh, I'm so sorry! I—I didn't know!
How about Sunday?!?
Everybody in Court knows about Lungealot and Grin'nleer . . . except the King!
Don't worry! He'll never find out! Lungealot is very discreet!
Repeat after me . . . "With this ring, I thee wed!"
With this ring, I thee wed!
Not you!
Oh! Sorry!
Tell me, how long do you give this marriage . . . ??
How long before they say, "I do!"?
Two minutes!
That's about it!
Mervyn, I am King Ardor's evil rotten Sister, Nirvana! I want you to teach me all your marvelous gifts of magic!
Why on earth should I do that??
So that I can cause misery, death and destruction everywhere!!
That's good enough for me! After all, how many young people nowadays really know what they want to do in life . . ?!
I've studied magic with you for three months now, Mervyn, and I've learned everything you know! Now I must see if I am as good as you! Pick a card, any card! Now don't let me see it and put it back in the deck . . .
Ten of spades!
Five of clubs! You're ready!
I think I'll start off by transforming myself into Lady Grin'nleer!
FLIK
Ardor, look at my new baby, Morbid!
Congratulations! I guess this makes me an "Uncle"!
Close . . . but no cigar! Try "Father"!
You mean that night that I thought I was with Grin'nleer it was really YOU in disguise! That was terrible!!
It was disappointing for me, too, Buster! I feel sorry for poor Grin'nleer!
You are grown up, Morbid! Are you ready to help me spread havoc and destruction over the country, and kill King Ardor?
I'm ready, Mother!
Good! It's time now for you to go off in your armored helmet, your armored suit, your armored leggings, your armored shoes—
But why am I so uncomfortable in the CROTCH?!?
Idiot!! It's ALSO time to take off your armored diapers!


Carnage and death, everywhere I go! Look at that!! Some of my dearest friends . . hanging from trees . . . waiting to be picked apart by vultures! Oh, Lord, there are also vultures hanging there, too! I guess Nirvana really means business!
I . . Sir Putzival . . have been traveling for a year now, looking for the Grail! I doubt if anyone can find it! I've already searched three corners of the earth, and . . .
Wait a minute! This just might be it!!
WELCOME TO THE 4TH CORNER OF THE EARTH, HOME OF THE GRAIL...
Oh, mighty Grail, I have risked life and limb to find you, but it's been worth it! For only you possess the secrets of life and have the power to determine the fate of my King and all Mankind! Speak your words of wisdom, Grail! I call on you to speak!!
Hi, this is Grail! All my lines are busy! Hang on and your call will be answered by—
Any word from Sir Putzival and the Grail . . . ?
I have just heard from him, Sire, and he told me to tell you that he's still on "hold"!
After eight months?!? I can wait no longer! It's off to battle with Morbid . . . !
So we meet at last, Morbid! Yecch . . . but you are one UGLY KID!!
I got news for you, Daddy! When your Father's Sister is your Mother, you sure in heck don't end up looking like Sir John Travolta!
I'm dying, Mervyn! But our country must live! Take the mighty sword, Ecchcaliber, and use it wisely . . . for the greater glory of England!!
Your wish is my command, Sire!
Caesar's Palace in Rome is proud to present . . . "Mervyn The Magician"!
Oh, no! Not that turkey!
He's the worst act EVER!
Look! Even Caesar is walking out . . . and it's HIS PALACE!!
What's Mervyn doing up there now?
Sawing a woman in half with his famous SWORD!
That old dud! Don't tell me they'll be coming back for the Midnight Show?!?
HE will! She won't!
Yecch! I—I see what you mean!!
This is even TOO bloody for Romans!!
I'm getting out of here before he starts doing his lousy card tricks!
SKLAZONCHO!

As government spending is slashed, the number of Americans eligible for Federal social programs will have to be reduced. Decisions will have to be made as to just who are most deserving of government assistance. Who are, as President Reagan likes to call them, the "truly needy?" One way this question might be answered is by sending out something like this:

THE MAD QUESTIONNAIRE FOR UNCOVERING AMERICA'S "TRULY NEEDY"

NAME _____ **AGE** _____

ADDRESS _____ **S.S. #** _____

(1) Within the last three months, have you ever been so hungry that you seriously contemplated eating your foot?
YES___NO___

(2) Is the only running water in your apartment the drool from your Grandpa's chin?
YES___NO___

(3) Has the Chrysler Corporation ever offered you a rebate, even though you never bought a car?
YES___NO___

(4) Is there a Telethon named in your honor?
YES___NO___

(5) Have you ever seriously entertained the idea of marrying a shopping bag lady as a means of attaining quick upward social mobility?
YES___NO___

(6) Is your current budget so tight that family members have to recycle toilet paper?
YES___NO___

(7) Has your entire wardrobe gone in and out of style more than three times?
YES___NO___

(8) Are you currently out of work longer than Troy Donahue?
YES___NO___

ARTIST: BOB CLARKE WRITER: JOHN FICARRA

(9) Is your current place of residence heated primarily by the flames of the burning tenements that surround it?

YES____NO____

(10) To the best of your recollection, what is the color of a rare sirloin steak?

(a) Yellow____ (b) Red____
(c) Green____ (d) Plaid____

(11) On the average night, if you have an accident and wet the bed, how many other people know about it immediately?

____

(12) When your next door neighbor takes out the garbage, do you take it in?

YES____NO____

(13) Approximately what percentage of your day is spent checking pay phone coin return slots?

_____%

(14) When your underwear is in the wash, do you have another pair to wear?

YES____NO____

(15) Do members of your family refer to the Great Depression of the '30's as "the good ol' days"?

YES____NO____

(16) Which of the following comes closest in size to the hole in the sole of your shoe? ____

(a) a #4 washer
(b) a Susan B. Anthony dollar
(c) a pizza with anchovies

(17) When you take off your hat, do passersby automatically throw spare change into it?

YES____NO____

(18) Has some religious group founded a special order of Monks, dedicated solely to living and working among members of your immediate family?

YES____NO____

(19) In the last election, did you vote for President Reagan? (This question will not affect the outcome of your "Truly Needy" status.)

YES____NO____

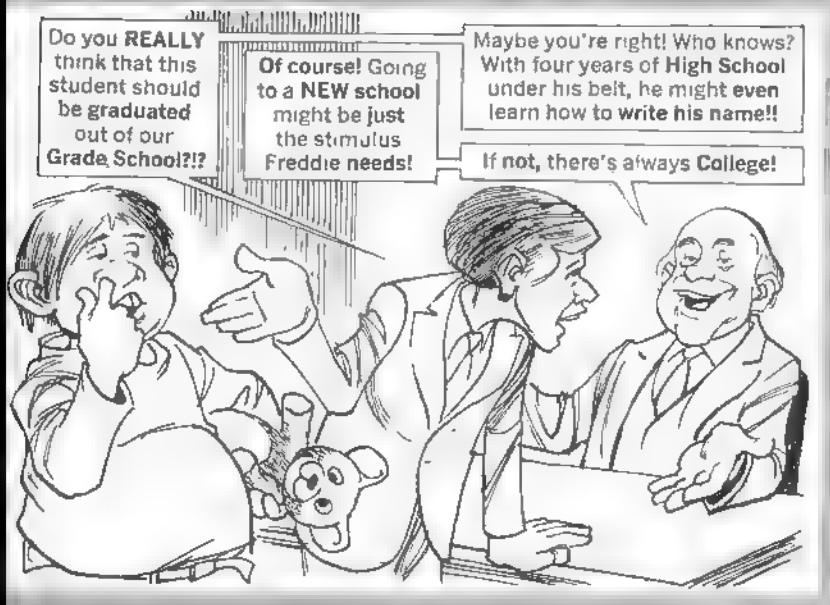
Now that you've answered all the questions, we suggest that you get the jump on the rest of America's "Truly Needy" by clipping along the dotted lines and mailing the questionnaire immediately to: Mr. David Stockman, President Reagan's Budget Director, The White House, Washington, D.C.

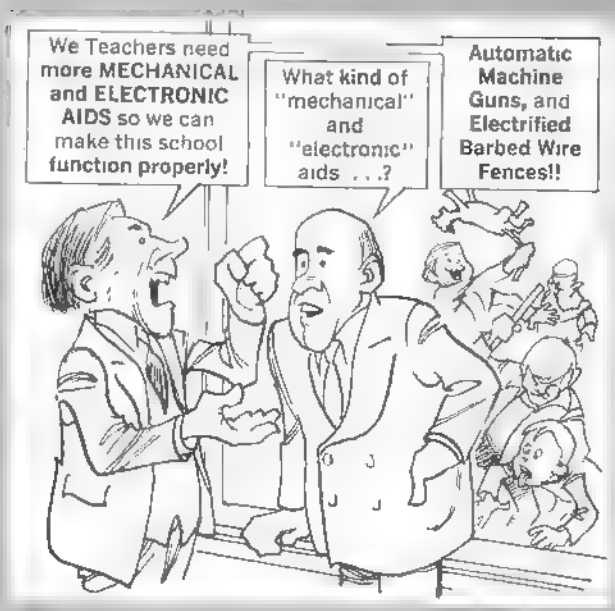
The Editors

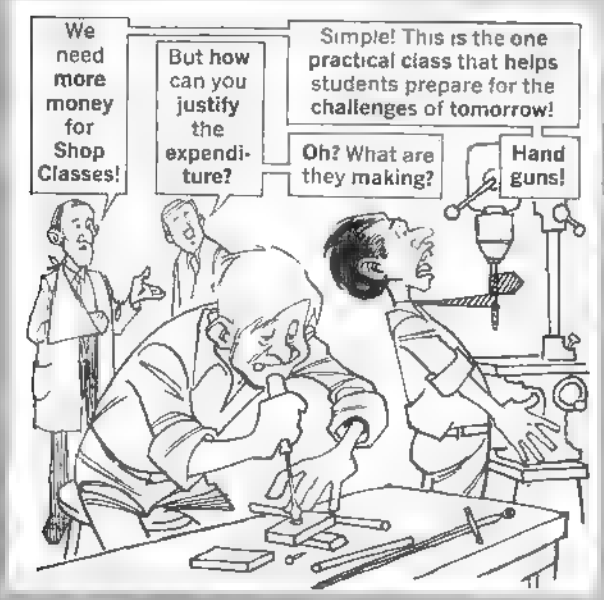
FACULTEASE DEPT.

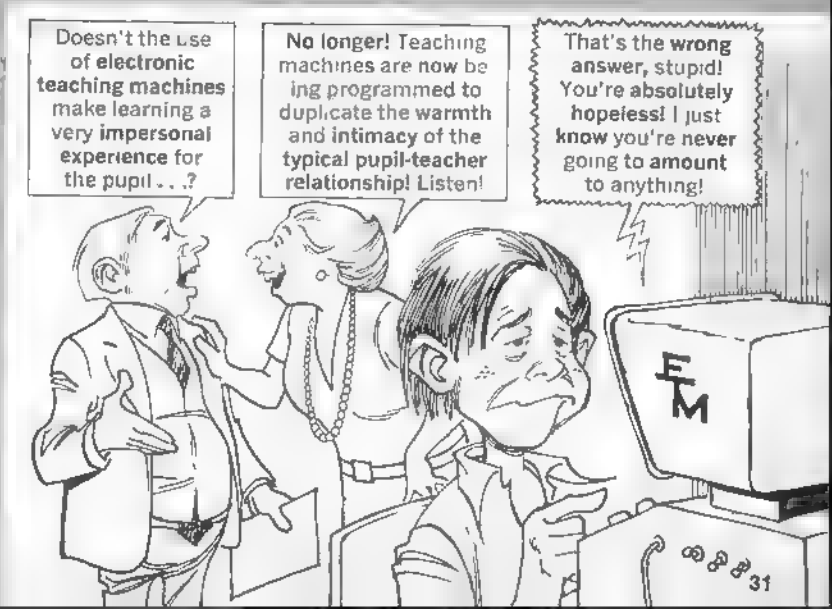
A MAD LOOK AT TEACHERS

ARTIST: BOB CLARKE WRITER: STAN HART

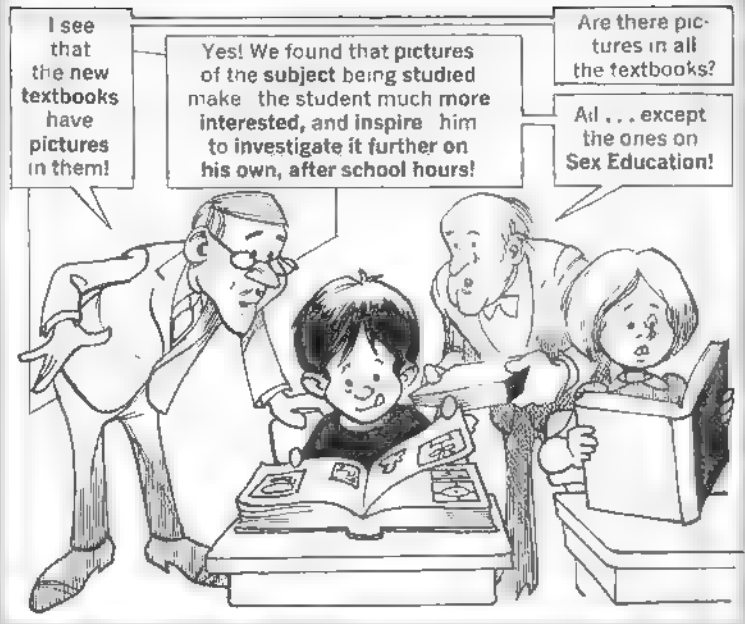

Do you REALLY think that this student should be graduated out of our Grade School?!?
Of course! Going to a NEW school might be just the stimulus Freddie needs!
Maybe you're right! Who knows? With four years of High School under his belt, he might even learn how to write his name!!
If not, there's always College!


We Teachers need more MECHANICAL and ELECTRONIC AIDS so we can make this school function properly!
What kind of "mechanical" and "electronic" aids . . .?
Automatic Machine Guns, and Electrified Barbed Wire Fences!!

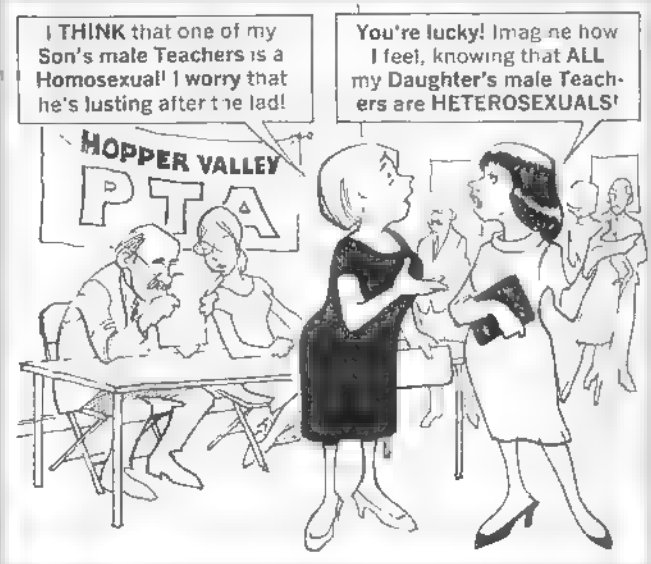

We need more money for Shop Classes!
But how can you justify the expenditure?
Simple! This is the one practical class that helps students prepare for the challenges of tomorrow!
Oh? What are they making?
Hand guns!


Doesn't the use of electronic teaching machines make learning a very impersonal experience for the pupil . . .?
No longer! Teaching machines are now being programmed to duplicate the warmth and intimacy of the typical pupil-teacher relationship! Listen!
That's the wrong answer, stupid! You're absolutely hopeless! I just know you're never going to amount to anything!
ETM

Why is the Principal scolding that boy?
Because he was caught saying things out loud in class that he was forbidden to say!
He . . . he was cursing . . .?
Worse! He was praying!


I see that the new textbooks have pictures in them!
Yes! We found that pictures of the subject being studied make the student much more interested, and inspire him to investigate it further on his own, after school hours!
Are there pictures in all the textbooks?
All . . . except the ones on Sex Education!

We demand TWO MORE HOLIDAYS per year . . . in ADDITION to getting OUR Birthday and our WIFE'S Birthday off!!
But you only work five hours a day . . . with two months off during the Summer, a week at Christmas and Easter, plus all Legal and Religious Holidays!! Why, there's only one group that has as much free time as Teachers have!!
Which one's that?
The Unemployed!!
We Protest
RIGHT ON!


I THINK that one of my Son's male Teachers is a Homosexual! I worry that he's lusting after the lad!
You're lucky! Imagine how I feel, knowing that ALL my Daughter's male Teachers are HETEROSEXUALS!
HOPPER VALLEY PTA

As a Teacher, don't you wish we could bring "beating" back into the classroom . .?
Not me!! I'm delighted it's gone!
Really??
You bet! Why, my students haven't beaten me up ONCE since we passed the rule!!

I think one of our demands should be to get the "pot" out of our schoolyards . . .
. . and into the Teachers' Lounge . . . where it belongs!!

I DEMAND we have more busing of Black kids from the Ghetto into our school!!
How much more busing do you want?
Let's see . . . I need a good Running Back a strong Safety and a Wide Receiver! Three kids'd do nicely!
COACH

I think we should demand retirement at an early age!
You're right! It would be nice to have an active life for a change!
We're just TOO OVER-WORKED! Look at all these book reports, term papers and tests we have to take home!
Yeah . . . and it would be even WORSE if we had to READ them!!
How can you justify your demands for higher salaries? Our study shows there's a 40% ILLITERACY RATE in this city's classrooms!!
I had no idea it was that high among the students!
What students?! I'm talking about among the TEACHERS!!
I'm deeply concerned about the safety of the kids in these old schools!
If you're so worried, then just have more FIRE DRILLS!
Are you kidding?! We can't have ANY Fire Drills! The schools just couldn't stand up if all those kids used the stairways at the same time!
These tough kids have no interest in the usual Track and Field events! We have to give them contests that relate more to their everyday lives!
What kind of events do you have in mind?
Well . . . something like a one hundred yard dash, carrying a TV set . . . or a two-hundred-and-twenty-yard sprint with a Cop running after them . . . or a mile relay using a stick of marijuana as a baton . . .
Are they members of the Bomb Squad?
No, they're members of the Gym Squad! They're inspecting lockers!
Why are they wearing gas masks??
Wouldn't YOU . . . if you had to look into lockers where socks and jocks haven't been washed since the term began six months ago!?
What is it that you Teachers want?
We want a good education for all children, and the preservation of the values that made America great!
And if you don't get it?
We'll BURN the damn school to the ground!!
WE MUST BE HERD!
REPENT YE SINNERS
MOO

SPLIT-SCENE DEPT.

As a result of the clamor raised by the anti-smoking crowd, all airline planes, most commuter trains and many restaurants are now divided into "Smoking "and "No Smoking"

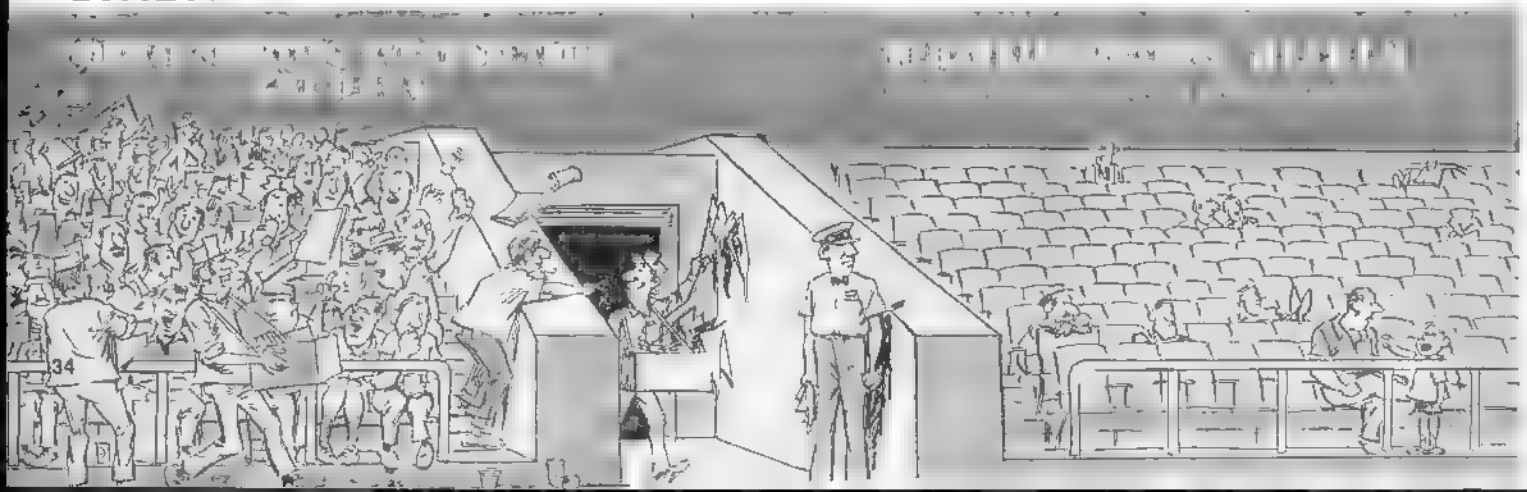
MORE SUB-DIVISION

ARTIST: ANGELO TORRES

BARS

FREEWAYS

STADIUMS

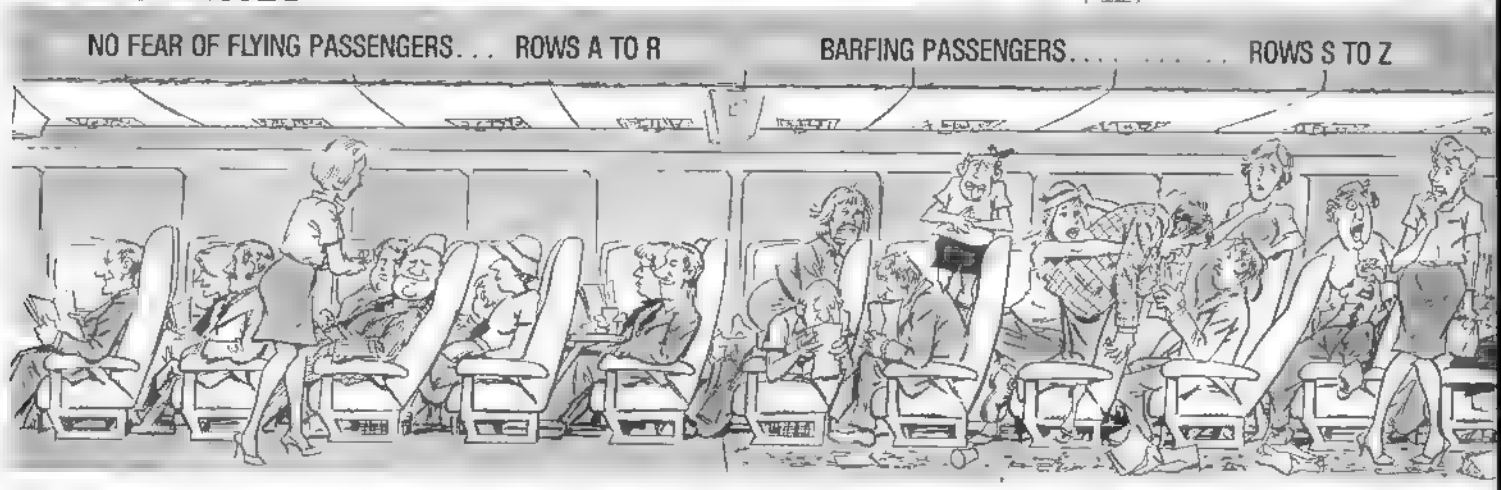


sections. Which brings us to the premise of this dumb article: Mainly, if this trend toward segregation continues, we'll be making other choices when we're faced with...

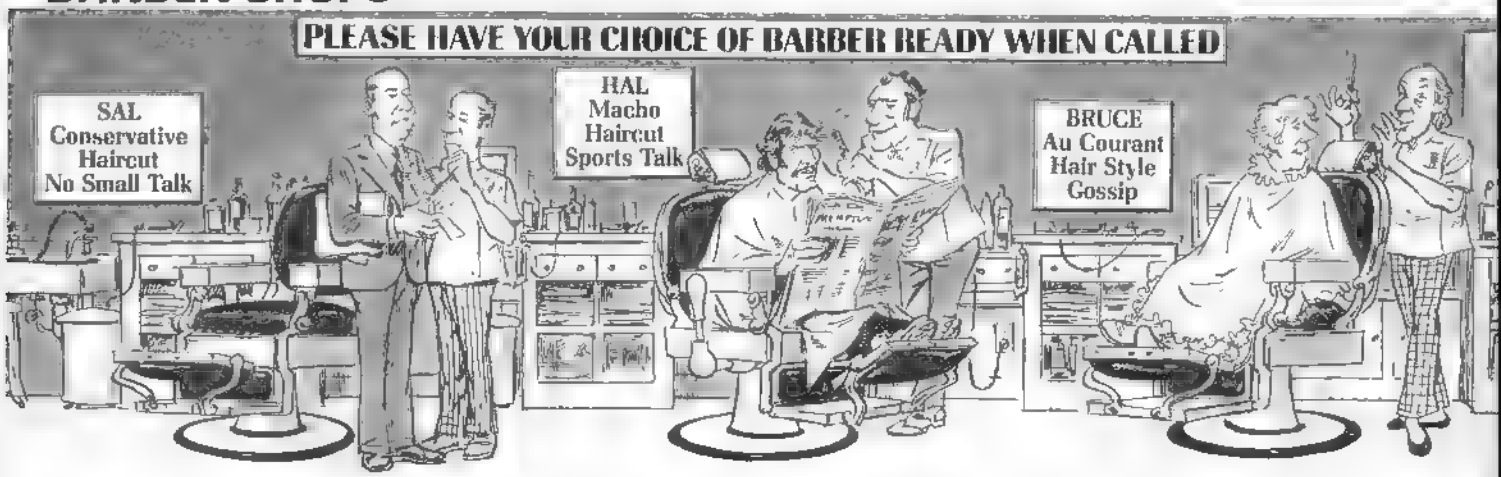
S FOR PUBLIC PLACES

WRITER: DICK DE BARTOLO

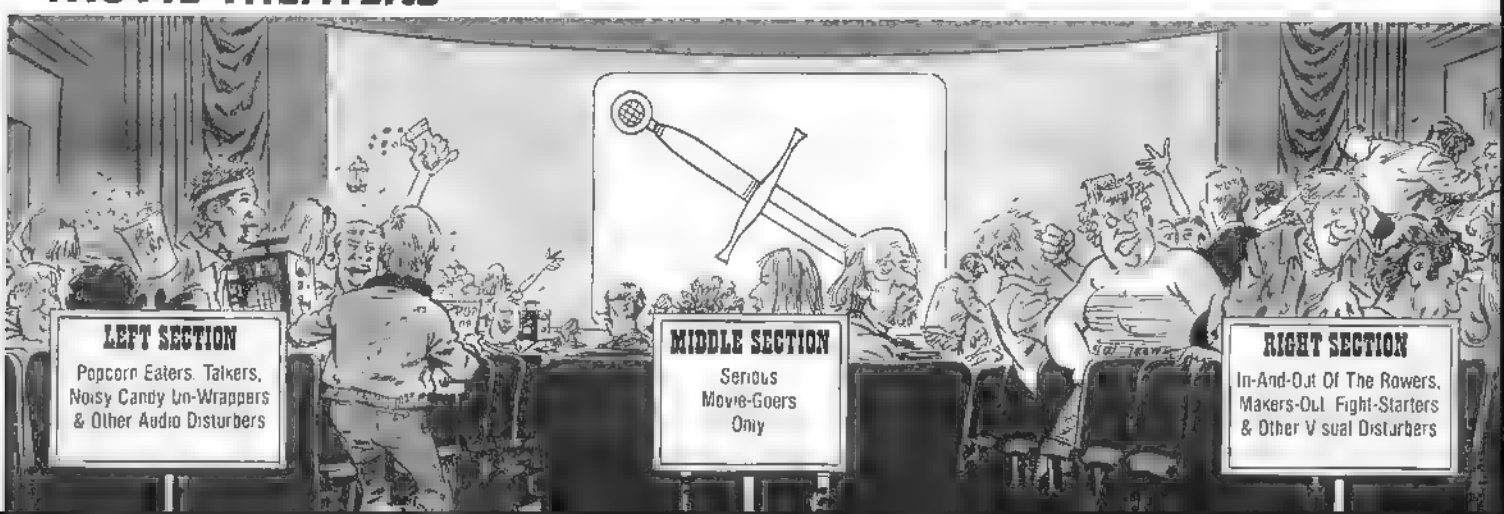
AIRPLANES



BARBER SHOPS



MOVIE THEATERS



LOSING IS EVERYTHING DEPT.

A MAD SURVEY OF TODAY'S LIVING, SHOWING WHY... YOU

YOU CAN'T WIN WITH FOOD . . .

You learn that sweets and food preservatives are bad for you, so you use sugar substitutes and cut out all preserved foods.

HOWEVER . . . saccharin can cause bladder cancer, and unpreserved foods can spoil and give you botulism. So you switch to healthy protein foods like eggs and meat.

HOWEVER . . . eggs raise your cholesterol level, the monosodium glutamate in meat tenderizers cause another form of cancer, and meat fat is bad for your triglycerides. So you switch to leafy vegetables

YOU CAN'T WIN WITH SEX . . .

You need a girl desperately. So you go to a swinging Disco spot.

HOWEVER . . . the girl that turns you on is beautiful, and you know that all the guys there are going to go for her, and it's not worth the time and the effort to fight for her. So you look around for a homely girl.

HOWEVER . . . all the guys who secretly want the beautiful girl aren't in the mood to fight for her either. So like an idiot, you find yourself battling 5 guys for the ugly girl nobody wants.

CAN'T WIN!

ARTIST: HARRY NORTH WRITER: LARRY SIEGEL

HOWEVER . . . lettuce is sprayed with insecticides, which not only harm the ozone layer, but cause still another form of cancer. So you eat nothing but sunflower seeds and ice cubes. You lose 20 pounds and feel terrific.

HOWEVER . . . two weeks later you collapse in the street, an emaciated wreck, and the paramedics rescue you just in time.

HOWEVER . . . you are rushed to an emergency ward, where they feed you the deadliest poison of all, for which there is no substitute or cure. Hospital food!

HOWEVER . . . the ugly girl, her ego inflated by all the frantic attention she's getting, decides that neither ***YOU*** nor the ***OTHER*** 5 guys are good enough for her.

HOWEVER . . . this makes you want her even more, and after a long battle, you finally win her. And you'll probably marry her and be miserable for the rest of your life because she'll always believe she could have done better and you'll ***KNOW*** you could.

HOWEVER . . . the beautiful girl who was lonely and willing to settle for anybody, goes off with an ugly guy who felt much too inadequate to battle 5 guys for an ugly girl nobody wanted and you got!

YOU CAN'T WIN WITH A CAREER . . .

You graduate from college, get your Master's degree, and start looking for a job as a Teacher.

HOWEVER . . . the field is overcrowded and there are just no openings. So you decide to go into the Business World.

HOWEVER . . . because of your background in Education, you're unequipped for the dog eat dog Business World. So to keep yourself from starving, you apply for a job as a Dishwasher

YOU CAN'T WIN WITH SAFETY . . .

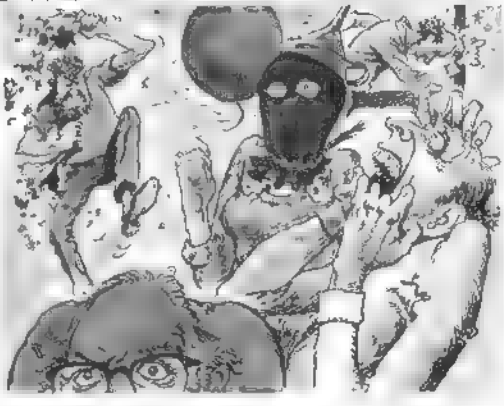
Everyone is being robbed nowadays, so you put bars on your windows and a burglar alarm on your door.

HOWEVER . . . in case of fire, you can't get out, and firemen can't get in. So to avoid fires, you get rid of all combustible materials and you go out to buy a smoke detector.

HOWEVER . . . on the way to the store, you're mugged in the street. So you buy a big vicious dog for protection.

YOU CAN'T WIN WITH MENTAL HEALTH . . .

You're having a problem, so you go into Group Therapy where, thanks to the support of the other nine members, you're able to open up to them and get rid of your problem

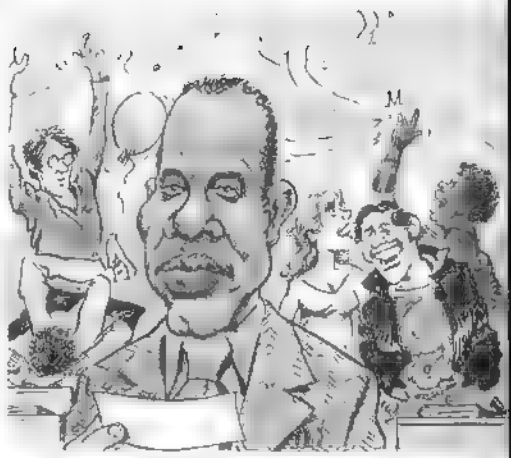


HOWEVER . . . after they open up to you, you suddenly realize that while you got rid of your problem, you picked up nine other problems you never knew you had So you quit the Group and take up Yoga

HOWEVER . . . with meditation, you attain such pure consciousness that you not only see your nine problems clearly, but you also find the first problem you thought you lost So you quit Yoga and join EST.

HOWEVER . . . employers refuse to hire you as a Dishwasher because they consider you to be overqualified. So you go on Welfare

HOWEVER . . . you suddenly get the great news that there's an opening as a Teacher and you're hired.



HOWEVER . . . as soon as you get your first paycheck, you discover that it's $70 a week less than you would've gotten as a Dishwasher, and $25 a week less than you were getting on Welfare.

HOWEVER . . . the dog squats in the street, you don't have anything to pick up his litter, and a Cop gives you a ticket.

HOWEVER . . . you're happy to pay the $100 fine, knowing that alert Police are guarding against law violations.

HOWEVER . . . the Cop was so busy writing your ticket, he wasn't guarding your home. So when you return to your house, there are only two things left: the bars on your windows . . . and the burglar alarm on the door.

HOWEVER . . . the EST Trainer convinces you to accept your problems because they're terrific. Which leaves you with eleven terrific problems: the ten you came in with, and the brand new one you just got trying to figure out how a problem can be terrific. So you decide to kill yourself.

HOWEVER . . . this makes your Wife angry because if you kill yourself, the Insurance Company won't pay off for suicide. So she walks out on you.

HOWEVER . . . this clears up all your problems! So maybe you *CAN* win once in a while!

There are good sounds . . . and there are bad sounds. And the funniest thing about them [which may be the only funny thing about the entire article] is: they're often the same sounds! It all depends on where, how and when you hear them! We will show you just what we mean when we take a look at

GOOD SOU

THE SOUND OF A PACKED AUDIENCE'S HYSTERICAL LAUGHTER...

IS *GOOD* WHEN...

YOU'RE A COMEDIAN!

IS *BAD* WHEN...

YOU'RE NOT!

THE SOUND OF YOUR TELEPHONE

IS *GOOD* WHEN...

YOU'VE JUST COME INTO YOUR HOUSE!

HEARING SOME JOCK SAY, "WOW, LOOK AT ALL THOSE MUSCLES..."

IS *GOOD* WHEN...

YOU'RE A BODY-BUILDER!

IS *BAD* WHEN...

YOU'RE A BALLERINA!

THE SOUND OF A CRACKLING FIRE

IS *GOOD* WHEN...

IT'S IN THE FIREPLACE OF YOUR SECLUDED MOUNTAIN HIDEAWAY!

THE SOUND OF A FLOCK OF MIGRATING BIRDS SINGING IN A TREE...

IS *GOOD* WHEN...

THEY'RE OUTSIDE YOUR ROOM!

IS *BAD* WHEN...

THEY'RE OVER YOUR DRIVEWAY!

THE SOUND OF WHISTLES AND CAT-C

IS *GOOD* WHEN...

YOU'RE A GIRL WITH A CUTE WALK!

NDS/BAD SOUNDS

ARTIST: PAUL COKER WRITER: STAN HART

SUDDENLY STARTING TO RING...

IS *BAD* WHEN...

YOU'VE JUST GONE OUT OF YOUR HOUSE!

THE SOUND OF THE MELODY AND WORDS OF YOUR FAVORITE SONG...

IS *GOOD* WHEN...

BARBRA STREISAND IS SINGING IT!

IS *BAD* WHEN...

YOUR MOTHER IS SINGING IT!

LICKING AT SEASONED LOGS...

IS *BAD* WHEN...

YOUR SECLUDED MOUNTAIN HIDE-AWAY DOESN'T HAVE A FIREPLACE!

THE SOUND OF A STEWARDESS SAYING, "FASTEN YOUR SEAT BELTS..."

IS *GOOD* WHEN...

YOU'RE OVER THE AIRPORT!

IS *BAD* WHEN...

YOU'RE OVER THE OCEAN!

ALLS FROM A GROUP OF GUYS...

IS *BAD* WHEN...

YOU'RE A BOY WITH A CUTE WALK!

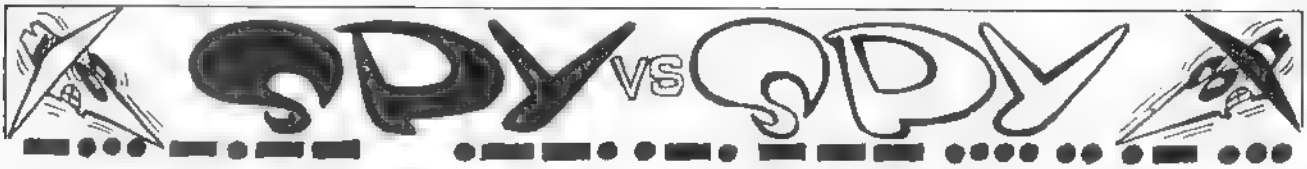
THE DISGUSTING, EMBARRASSING SOUND OF A WHOOPIE CUSHION...

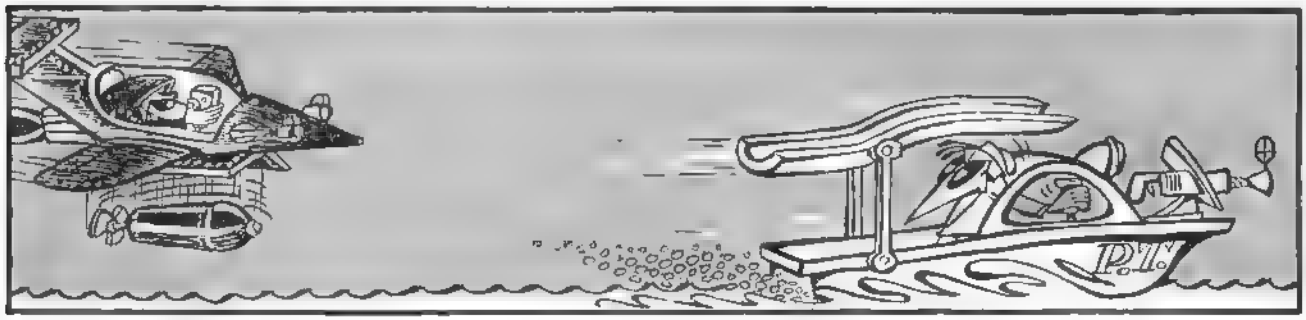
IS *GOOD* WHEN...

YOU PUT IT UNDER SOMEONE'S SEAT!

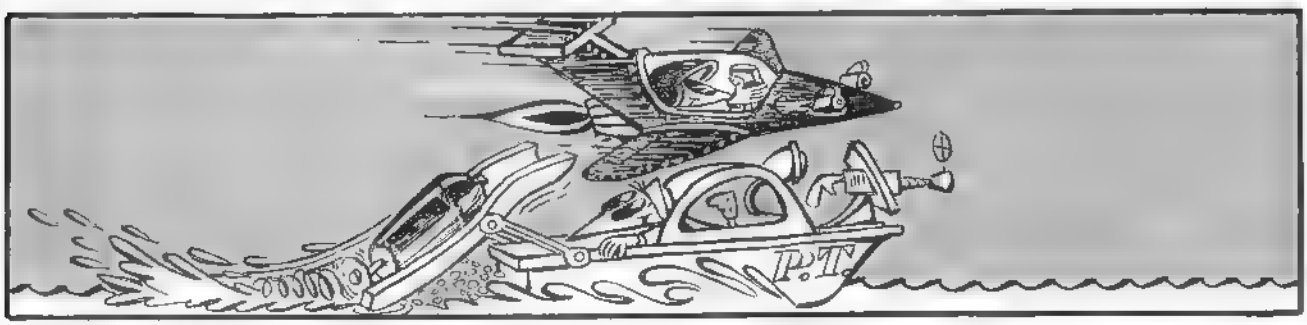
IS *BAD* WHEN...

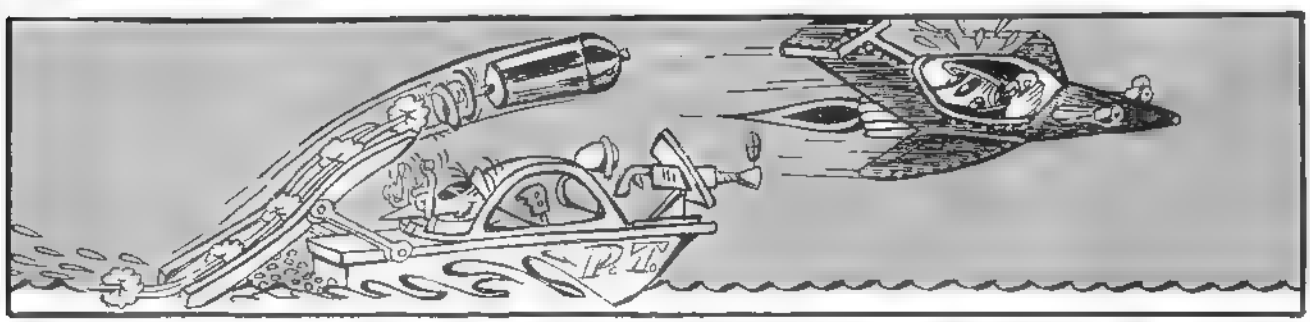
YOU DIDN'T!


SPY vs SPY


P.T.

P.T.


P.T.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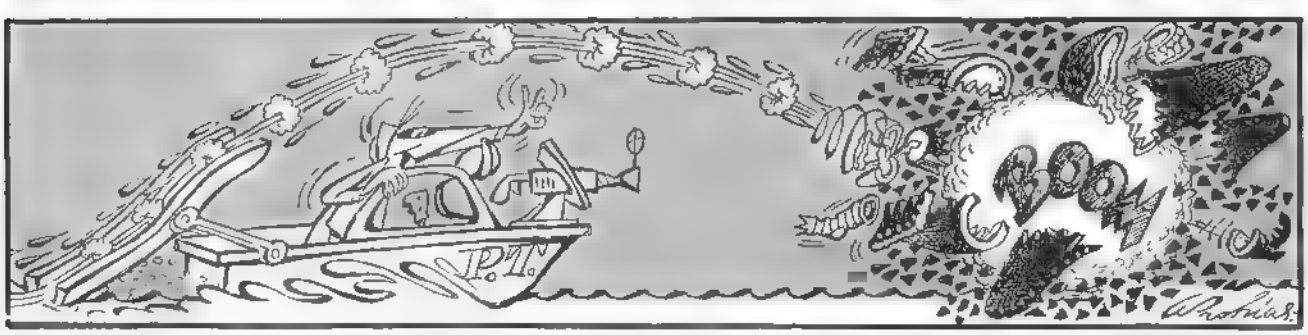

P.T.
BOOM
Thomas

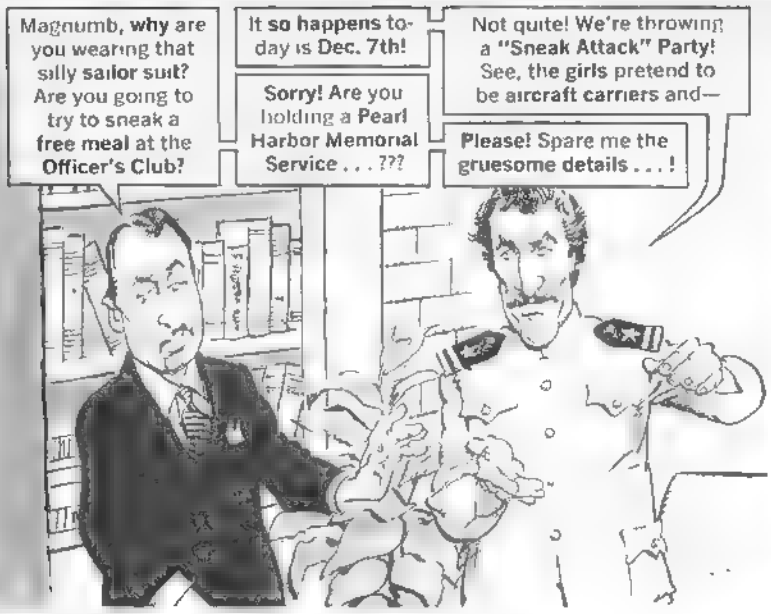
ALOHA-HO-HUM DEPT.

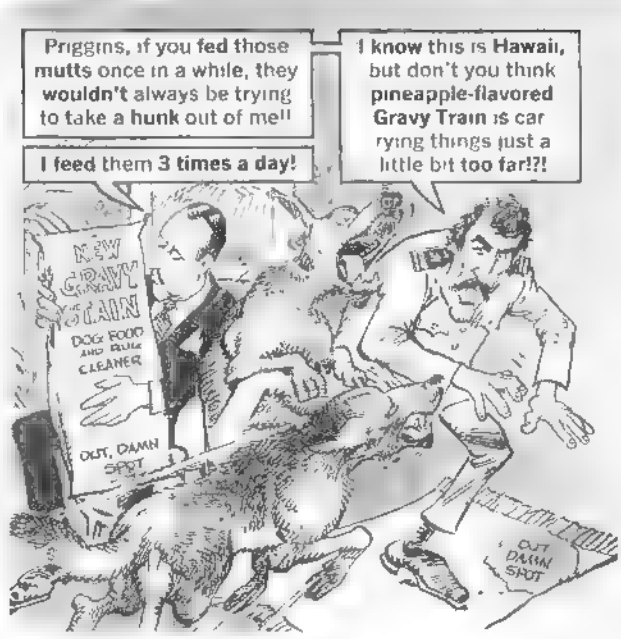
There's a new hit TV show that features a private detective who wears wild Hawaiian shirts, tight designer jeans, drives a Ferrari and operates out of the estate of a wealthy writer. Now, in the past, we've always enjoyed watching Detective Shows on TV. Some, like "Mannix" and "Harry O" were exciting . . . others, like "Rockford" and "Columbo" were funny. But watching this new TV show has left the staff of this . . .

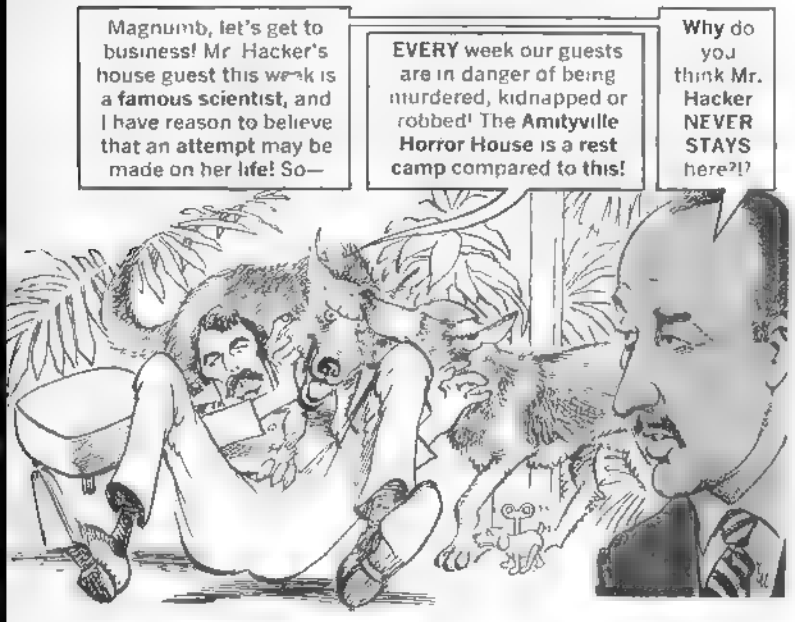
magnumb, p.u.

"In case you're wondering **why** the **voice-over** bit, it's an **old Private Eye tradition!** How **else** could you tell I was a **P.I.?** Not by my **life style,** and certainly not by the way I **talk!** But those **other** fictional detectives like **Philip Marlow** and **Sam Spade** had **real writers** doing their dialogue, not some **Hollywood hack** soaking in a **hot tub!** Anyway . . ."

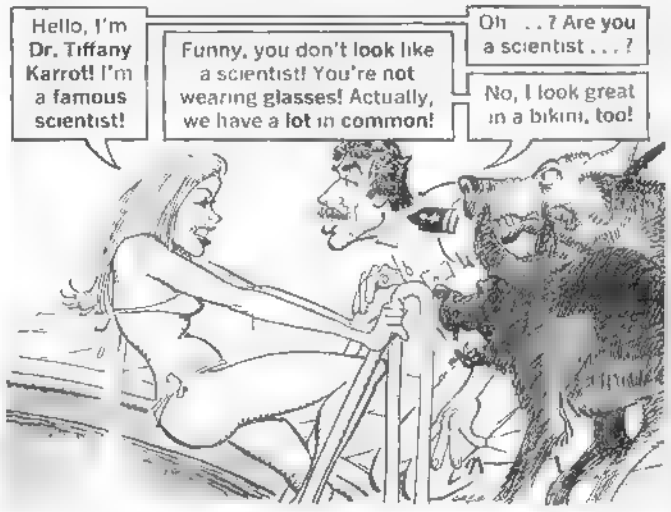
Hi! I'm Dumbas Magnumb! As you can see, I'm the rugged handsome macho type! I use all the "he-man" stuff like Brut, Cruex and Johnson's Baby Shampoo! I help out with the security on this large estate! I get a free pad, use of a Ferrari, plenty of abuse and all the Hawaiian Punch I can drink!
By the way, this estate is owned by Rueben Hacker . . . a millionaire writer which means he sure don't work for THIS magazine!"
Hi! I'm Hick! I was in the Navy with Magnumb! I operate the most exclusive club in these islands! How exclusive IS it? It's SO exclusive, even I can't get a table!
Hi! I'm C.T.! I was in the Navy with Magnumb, too! Now I have my own Island Chopper Service! Hick and I are both successful businessmen, while Magnumb is almost a welfare case! In Vietnam, he was our Commanding Officer!
Which may help to explain exactly WHY the U.S.A. lost that war!
My name is Priggins! I'm in charge of security here at Reuben's Nest! It's not a simple job! Every week, we have murders, kidnappings and art thefts! And that's just during the opening credits! My stuffy British manner lends a bit of needed dignity to the show! Why am I wearing a grass kilt? We're in Hawaii, you know!
ISLAND
FOR A LIFT
CHOPPERS
FRITO-LEI
EVERLAST
I READ PALMS
LOVE YOUR COUNTRY
JAWS III
DOG
DON'T SHOOT THE GRASS PICKER
VOLUNTEER
ART DRUCKER

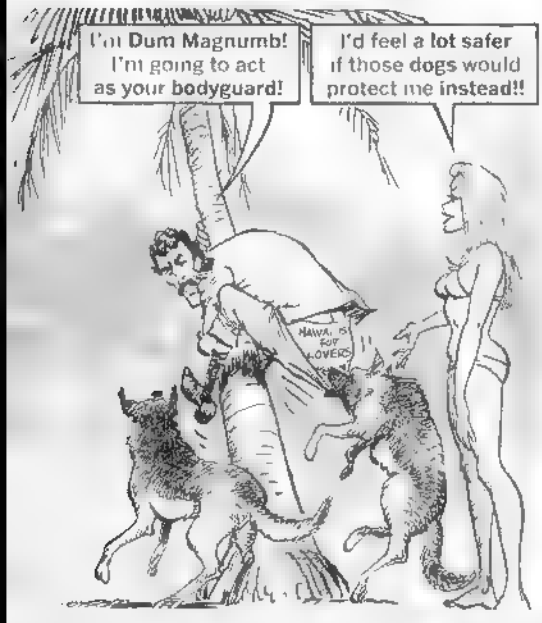

Magnumb, why are you wearing that silly sailor suit? Are you going to try to sneak a free meal at the Officer's Club?
It so happens today is Dec. 7th!
Sorry! Are you holding a Pearl Harbor Memorial Service . . . ???
Not quite! We're throwing a "Sneak Attack" Party! See, the girls pretend to be aircraft carriers and—
Please! Spare me the gruesome details . . . !

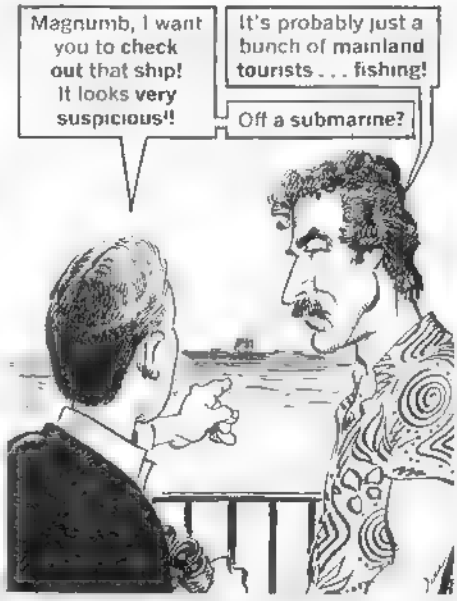

Priggins, if you fed those mutts once in a while, they wouldn't always be trying to take a hunk out of me!!
I feed them 3 times a day!
I know this is Hawaii, but don't you think pineapple-flavored Gravy Train is carrying things just a little bit too far!?!
NEW GRAVY STAIN
DOG FOOD AND RUG CLEANER
OUT, DAMN SPOT
OUT, DAMN SPOT

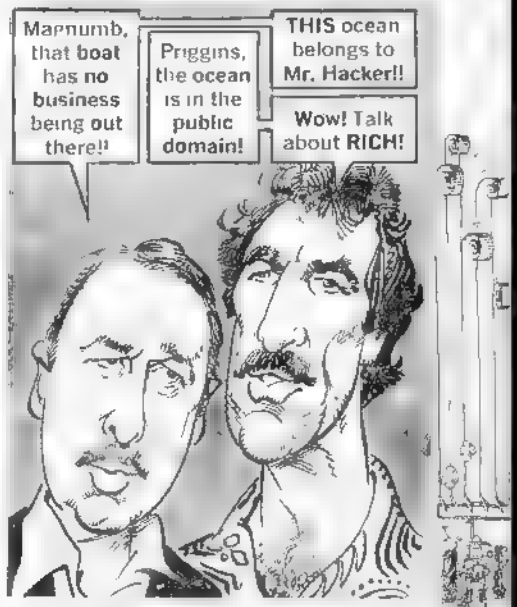

Magnumb, let's get to business! Mr. Hacker's house guest this week is a famous scientist, and I have reason to believe that an attempt may be made on her life! So—
EVERY week our guests are in danger of being murdered, kidnapped or robbed! The Amityville Horror House is a rest camp compared to this!
Why do you think Mr. Hacker NEVER STAYS here?!?

"A fabulous-looking chick climbed out of the pool! She was a perfect "10"! But then, all female guests on this show have to be a "10"! Who'd tune in to see Bea Arthur in a bikini?"

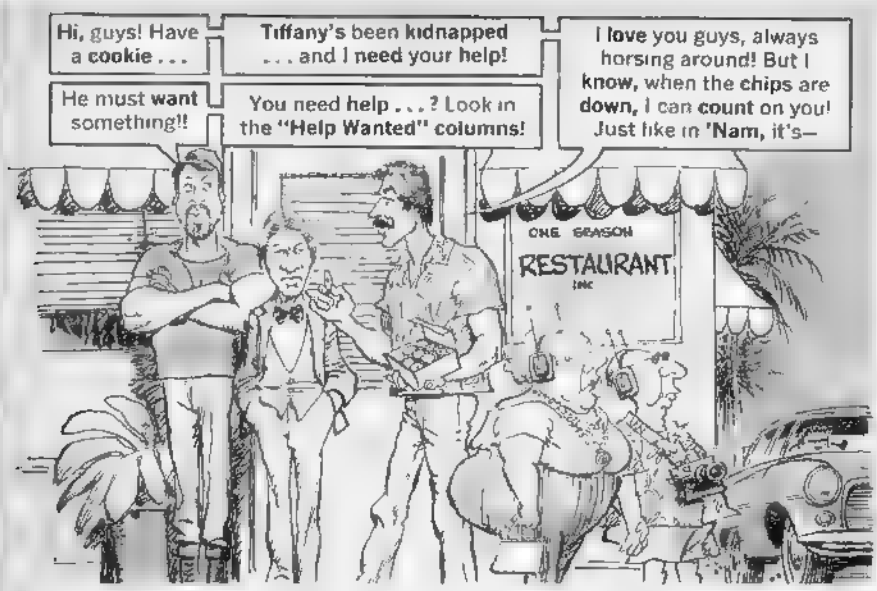

Hello, I'm Dr. Tiffany Karrot! I'm a famous scientist!
Funny, you don't look like a scientist! You're not wearing glasses! Actually, we have a lot in common!
Oh . . . ? Are you a scientist . . . ?
No, I look great in a bikini, too!

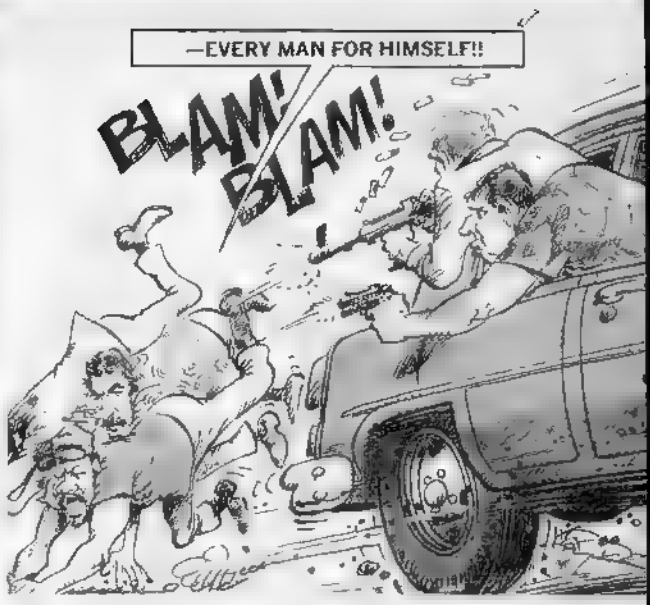

I'm Dum Magnumb! I'm going to act as your bodyguard!
I'd feel a lot safer if those dogs would protect me instead!!
HAWAIIAN GUY LOVERS


Magnumb, I want you to check out that ship! It looks very suspicious!!
It's probably just a bunch of mainland tourists . . . fishing!
Off a submarine?

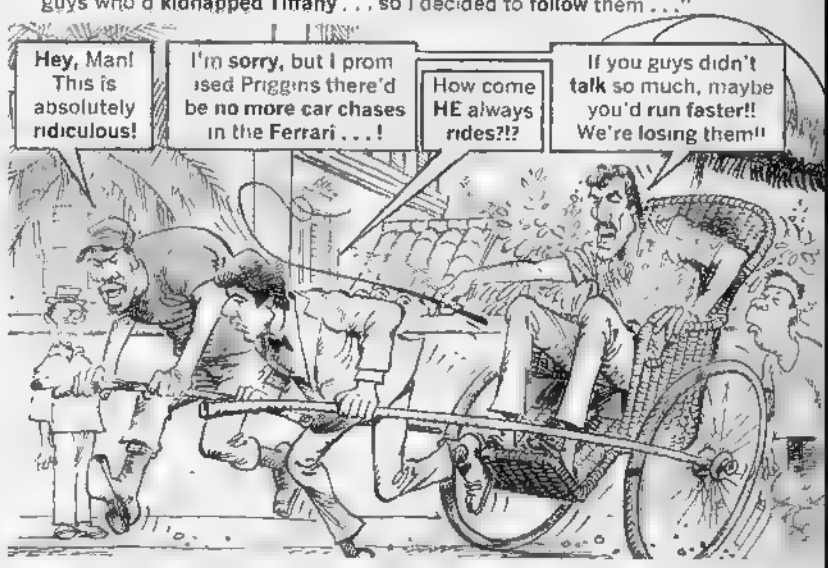

Magnumb, that boat has no business being out there!!
Priggins, the ocean is in the public domain!
THIS ocean belongs to Mr. Hacker!!
Wow! Talk about RICH!

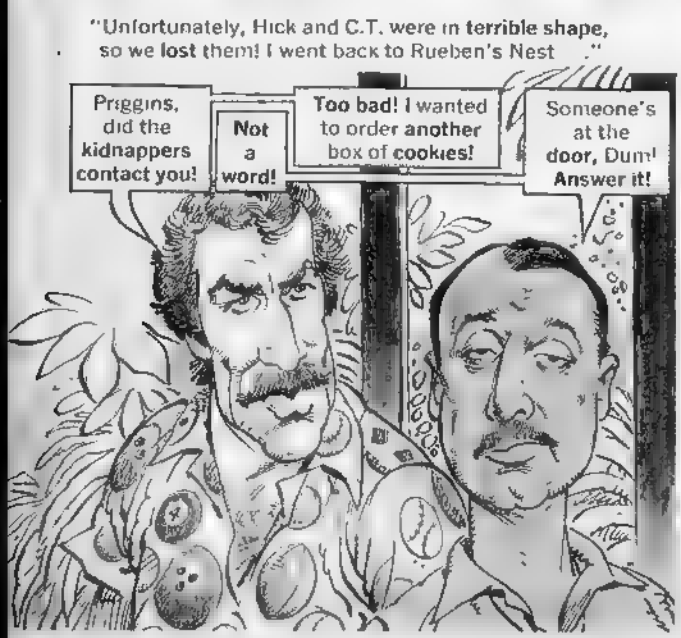
C.T.!! What a break . . . you stopping by in your chopper! I need a lift to check out that boat!!
Sorry, D.M.! I got passengers! Can't help you! I just stopped by to collect the MONEY you owe me . . . !
Magnumb . . kindly advise your chum he's violating Mr. Hacker's air space!!
Wow! I wonder how many books Rueben Hacker had to sell in order to afford to buy the ocean . . AND the sky!!
C'mon, C.T., can't you get in any closer?
No way, Man! I don't like the looks of those dudes . . . !
They're just fishermen! See their fishing poles . . . ?
If those things are fishing poles, how come they're aiming them at us?
You're paranoid, like Priggins!! They're probably trying to bag a flying fish!
You mean a flying TURKEY . . . ! ME!
Cheezits, Magnumb! How do I explain this shoot-out to my passengers?!? They're supposed to be on vacation!
No need to worry, folks! This is our way of saying "Aloha!" and "Welcome!" It's an old Hawaiian tradition . . . !!
YAAAIIII! I've been HIT!!
Hm! So much for old traditions!
Another fine mess you got me into! My chopper's full of bullet holes, and my passengers are in the same condition . . . !!
Look at the bright side! At least nobody got air sick! Blood is easier to clean up than barf! And another good thing . . at least nobody was killed!
I'd be a lot better off if they WERE killed! Then, at least they COULDN'T SUE ME!!
HOSPITA
THIS SPACE FOR RENT...
"When I got back to Rueben's Nest, I sensed something was wrong . . . when Priggins attacked me instead of sicking the dogs on me as he usually does . . ."
HAYYY! YAHH!
Priggins! What's wrong?!
While you were out joyriding, Dr. Karrot was KIDNAPPED!!
But how could any one get in here with all this security?! Superman couldn't get into this place!
It wasn't Superman! It was two Girl Scouts . . . selling cookies!
Girl Scouts . . . ? Selling cookies . . . ?
They weren't ordinary Girl Scouts!! They each had merit badges in Karate, Jiu Jitsu, Tai Ch'i and Kung Fu!!
BERTHA II
KAKA


Hi, guys! Have a cookie . . .
Tiffany's been kidnapped . . . and I need your help!
I love you guys, always horsing around! But I know, when the chips are down, I can count on you! Just like in 'Nam, it's—
He must want something!!
You need help . . . ? Look in the "Help Wanted" columns!
ONE SEASON
RESTAURANT
INC


—EVERY MAN FOR HIMSELF!!
BLAM! BLAM!

He's right! It IS just like in Vietnam! When the shooting starts . . . Magnumb hides behind US!
Hey . . . how come I'm a ways in front!?!
C.T. . . . that's what equality is all about!!


"I figured out that the guys who shot at us were probably the same guys who'd kidnapped Tiffany . . . so I decided to follow them . . ."
Hey, Man! This is absolutely ridiculous!
I'm sorry, but I promised Priggins there'd be no more car chases in the Ferrari . . . !
How come HE always rides?!?
If you guys didn't talk so much, maybe you'd run faster!! We're losing them!!


"Unfortunately, Hick and C.T. were in terrible shape, so we lost them! I went back to Rueben's Nest . . ."
Priggins, did the kidnappers contact you!
Not a word!
Too bad! I wanted to order another box of cookies!
Someone's at the door, Dum! Answer it!

We have a message for Dum Magnumb!
"If you want to see Dr. Karrot alive . . At midnight, be at Diamond Head Drive!"
Sorry! There's no signature!
Gee, Priggins! My very first Singing Ransom Note!!
WINTER SCENE

"I followed the instructions! I picked up Hick in the Ferrari, and when I arrived at Diamond Head, I heard a very familiar voice . . ."

I'm going to kill you, Magnumb! Too bad you brought a friend along with you! Now, HE'LL have to die too . . . !!

Dumbas!! You told me we were going for a midnight swim!! You never said anything about getting killed!

Be honest, Hick! If I'd told you there was a chance you'd be shot, would you have come . . . ?!?

Well, if I'd KNOWN, I wouldn't have wasted all that time blowing up my INNER TUBE!!

No wonder it's so crowded in here!! Tiffany, can I ask you a question . . ?

You want to know WHY I am going to KILL you . . . ?

No, I want to know where I can get more of those Girl Scout Cookies!

Magnumb, I got a surprise for you! They weren't Girl Scouts! They were MIDGET CHINESE WRESTLERS . . . in disguise!!

I should have suspected it! Those were the first Girl Scout Cookies I ever saw with FORTUNES inside them!

Now I've got a surprise for YOU!

KILL, Alpo . . . ! KILL, Suess . . . !

GRRRR...

G

How come Lorne Green never has this trouble with HIS dogs?!?

RR R...

In five minutes, this bomb I'm putting under the hood will go off, and—

You can't do that!! If anything happens to the Ferrari, Priggins will take away my tennis court privileges!!

Do you have any idea how tough it is to find a court in Hawaii?!

UNLEADED GAS ONLY

UNLEADED BULLETS ONLY

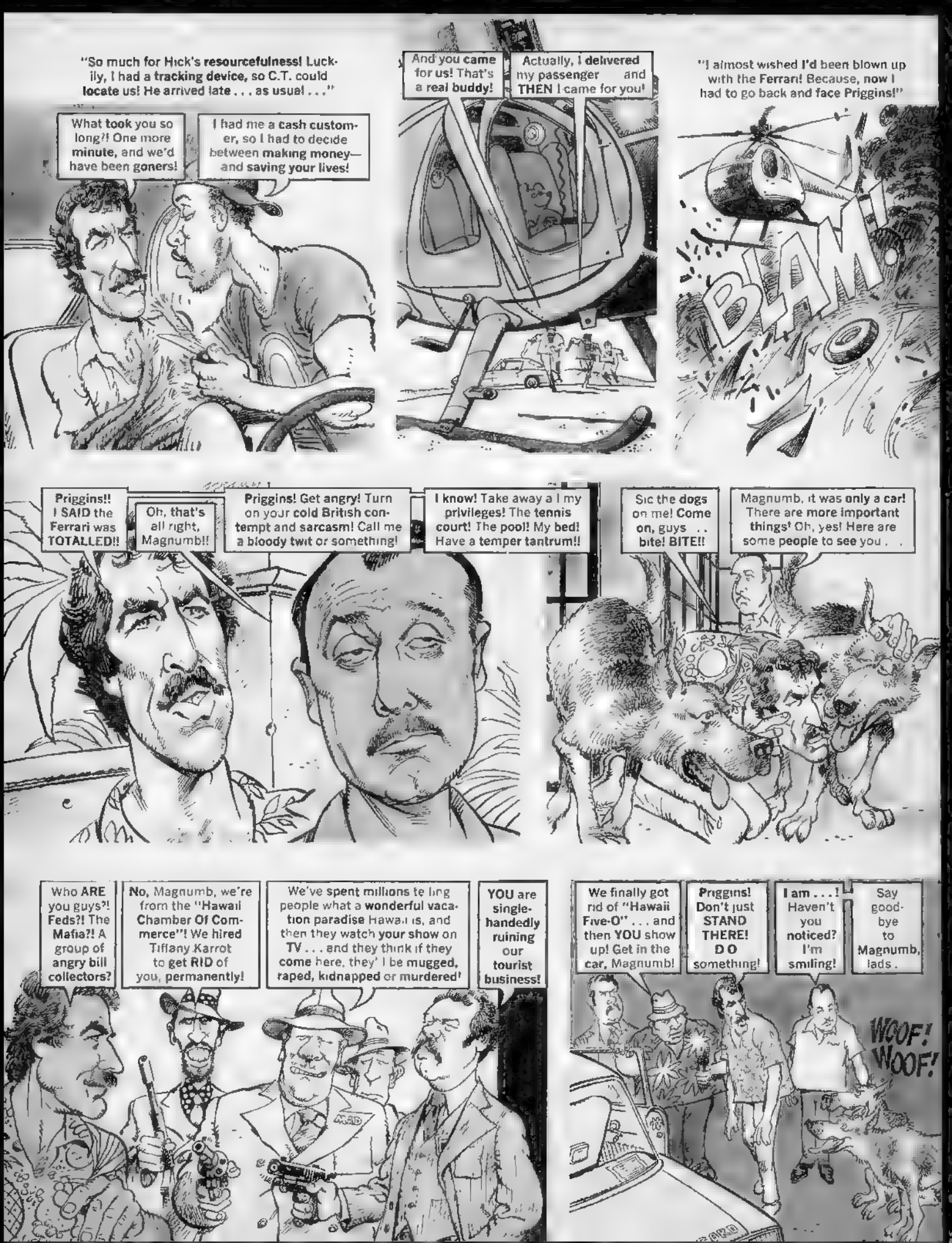
"I was glad Hick was with me! He'd gotten me out of many a jam in 'Nam with his resourcefulness!"

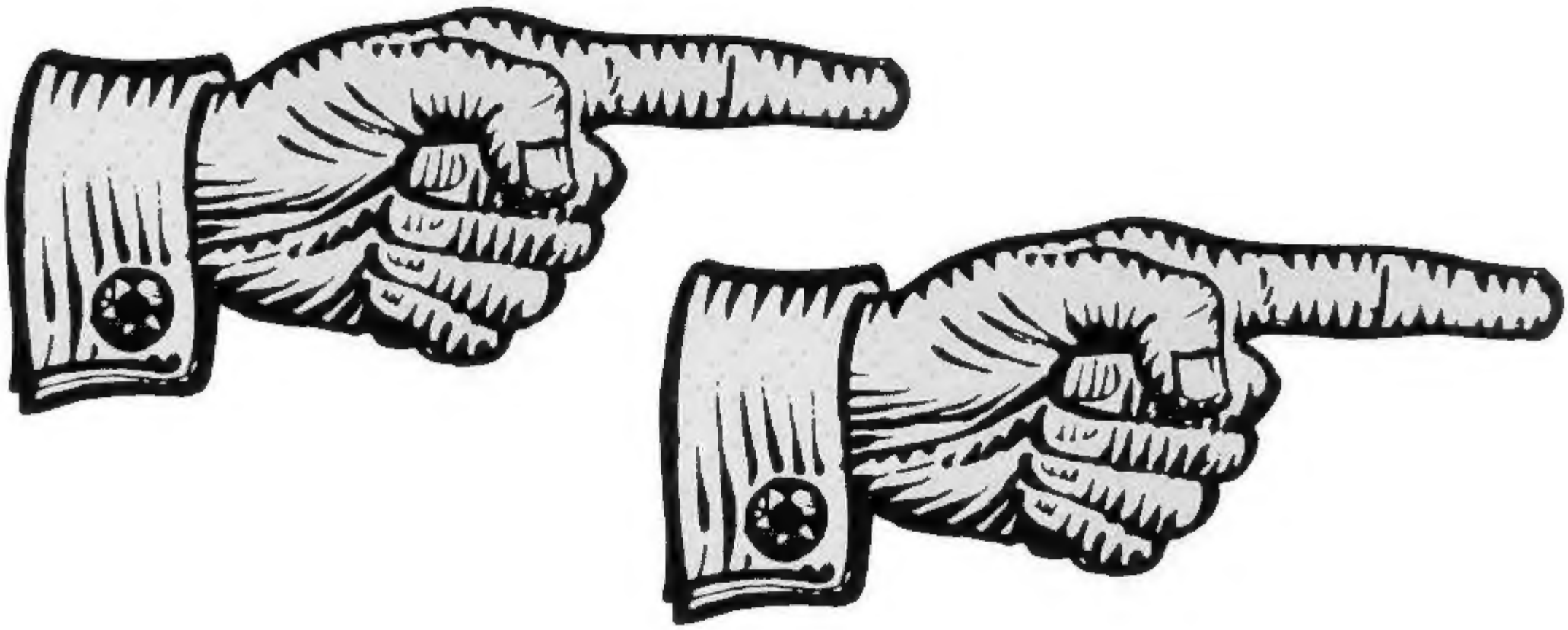
This is Spock to Enterprise! Beam me aboard, you guys!!

This is Spock to Enterprise . . . !!

MY TIE

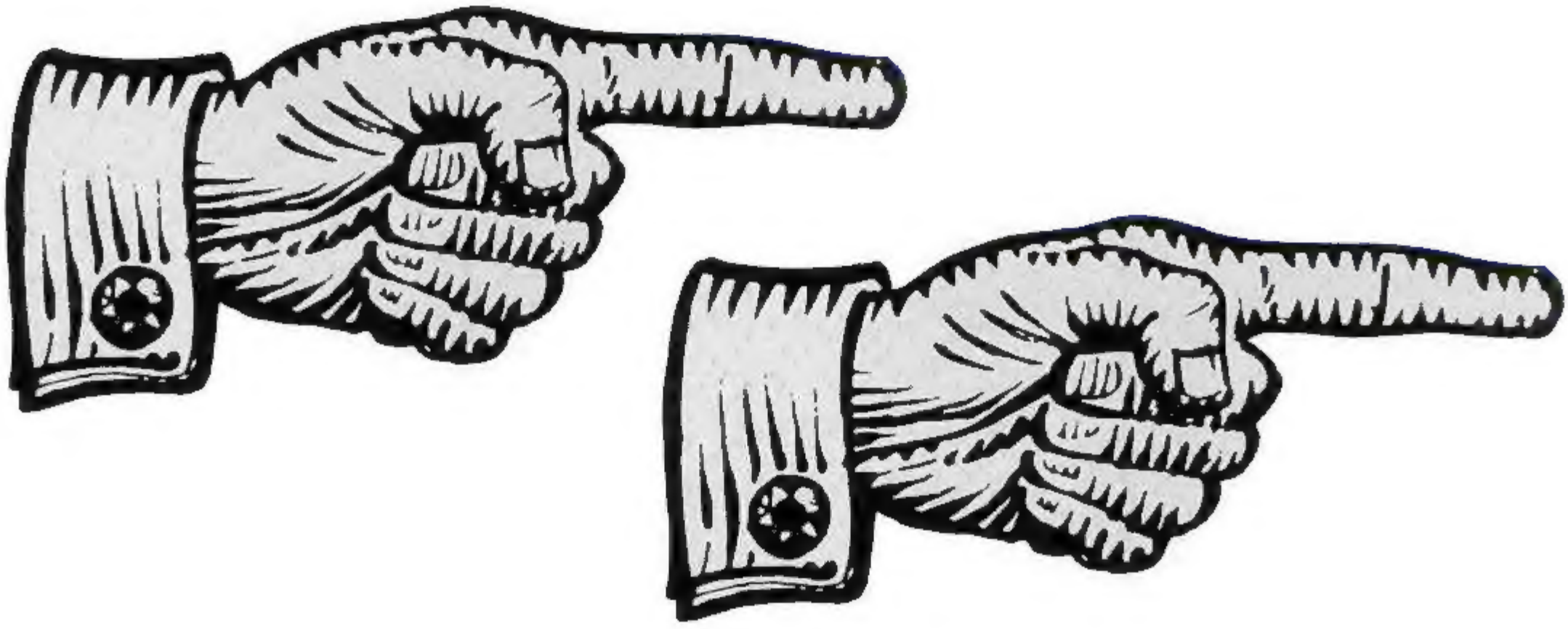
YOUR TIE


"So much for Hick's resourcefulness! Luckily, I had a tracking device, so C.T. could locate us! He arrived late . . . as usual . . ."
What took you so long?! One more minute, and we'd have been goners!
I had me a cash customer, so I had to decide between making money—and saving your lives!
And you came for us! That's a real buddy!
Actually, I delivered my passenger and THEN I came for you!
"I almost wished I'd been blown up with the Ferrari! Because, now I had to go back and face Priggins!"
BLAM!
Priggins!! I SAID the Ferrari was TOTALLED!!
Oh, that's all right, Magnumb!!
Priggins! Get angry! Turn on your cold British contempt and sarcasm! Call me a bloody twit or something!
I know! Take away a l my privileges! The tennis court! The pool! My bed! Have a temper tantrum!!
Sic the dogs on me! Come on, guys . . bite! BITE!!
Magnumb, it was only a car! There are more important things! Oh, yes! Here are some people to see you . .
Who ARE you guys?! Feds?! The Mafia?! A group of angry bill collectors?
No, Magnumb, we're from the "Hawaii Chamber Of Commerce"! We hired Tiffany Karrot to get RID of you, permanently!
We've spent millions te ling people what a wonderful vacation paradise Hawai is, and then they watch your show on TV . . . and they think if they come here, they' l be mugged, raped, kidnapped or murdered!
YOU are singlehandedly ruining our tourist business!
We finally got rid of "Hawaii Five-O" . . . and then YOU show up! Get in the car, Magnumb!
Priggins! Don't just STAND THERE! DO something!
I am . . . ! Haven't you noticed? I'm smiling!
Say goodbye to Magnumb, lads .
WOOF! WOOF!



Nothing to see here!

Please skip ahead.



WHAT NEW SEX OBJECT HAS BROUGHT OUT OUR ANIMAL INSTINCTS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Sex objects have been used to sell movies, TV shows, books, records, etc. for years. To find out the identity of the latest hot property in this area, fold in the page as shown at right.

A▸ FOLD PAGE OVER LIKE THIS! ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

MILLIONS OF SUPPOSEDLY NORMAL PEOPLE IN OUR SHAMELESS SOCIETY CAN TURN ON TO ANYTHING. SOMETIMES, THEY PICK SEX OBJECTS THAT WOULD EVEN MAKE CUPID TURN GROGGY.

A▸ ◂B

WHAT NEW SEX OBJECT HAS BROUGHT OUT OUR ANIMAL INSTINCTS?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

MISS

PIGGY.

A B

ARTIST & WRITER: SERGIO ARAGONES